

***UTAH DEPARTMENT OF COMMUNITY  
AND ECONOMIC DEVELOPMENT  
[HTTP://WWW.DCED.UTAH.GOV](http://www.dced.utah.gov)***

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*Utah!*



*Where ideas connect™*

***ANNUAL REPORT FY 2001***





## EXECUTIVE DIRECTOR'S MESSAGE

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Utah is ready to take advantage of our once-in-a-lifetime opportunity to leverage the 2002 Olympic Winter Games, creating a legacy that will benefit all areas of the state for years to come. The Department of Community and Economic Development will host dignitaries, the news media, and visitors from around the world in an effort to increase tourism and business development. At the same time, work continues in our on-going marketing and development programs:

- **Creating careers for the New Economy:** We don't simply want to create jobs for our children. We want them to have interesting and rewarding careers. Our Division of Business and Economic Development (DBED) is focused on innovative ways to attract, retain and nurture quality companies that bring higher-than-average salaries.
- **Creating a quality of life in every Utah community:** Every Utah community, regardless of size, has residents who use our housing assistance and homeless programs. Grants administered in our Community Development division are improving the infrastructure of our cities and towns. Our Ethnic Offices help promote the state's culturally diverse population.
- **Better quality of life:** Quality of life means more than having a great job. It means having access to recreational opportunities, culture and heritage. Tourism, arts, libraries, and museums are enhanced through our Arts, History, Library, and Travel divisions.
- **Generating revenue:** Our Division of Travel Development (Utah Travel Council) is working to make Utah a better place to live by increasing the economic contribution of Utah's \$4.25 billion tourism industry. In addition, the Utah Film Commission is directly responsible for generating millions of dollars in revenue by attracting filmmakers who use Utah's scenic beauty for their backdrop in advertisements, television projects, and major motion pictures.
- **Teamwork:** We are the most diverse agency in state government. We also have a relatively small staff and limited budget. Teamwork within our department and facilitating partnerships with the private sector and other government agencies are essential in providing the best payback to the taxpayers of Utah.

Our department is looking forward to the challenges ahead as it gets ready to help host the Olympics in Salt Lake City and promote the Utah! brand. Our goal is to help extend economic prosperity well beyond 2002 by taking advantage of the increased media exposure and business opportunities in the coming months.

*Dave Winder*  
*Executive Director*

## DCED OLYMPIC PARTICIPATION

- A state vehicle will be in the nationwide Torch Relay caravan and at community celebrations, providing Utah with great media exposure in major markets. The van will be branded with the state landscape, historical marks, and the Utah! brand. Staffed for nine weeks with Torch Relay Ambassadors from the Department of Community and Economic Development (DCED).
- Promotion of the Torch Relay and nine Governor's receptions in six states to increase awareness of the Utah Technology Initiative.
- The Utah Arts Council participates in the cultural component of the 2002 Olympic Winter Games.
- International Business Development Office (IBDO) partners with countries around the world to create the Country Center Network, "turning rings into links." 84 countries will visit Utah. 14 countries will set up Country Houses for hospitality during the games. Web site launched at <http://countrycenter.net/>
- Promote business hospitality opportunities at the Devereaux House, a broadcast location for NBC's Today Show. DCED employees will staff functions during the Olympics.
- Utah Film Commission compiles a "Stack of Facts" for filming and broadcasting contacts during the Olympics. Resource guide and filming information sent to all broadcast companies around the world and to production companies handling Olympic commercials. Advertising campaign created to spotlight southern Utah to highlight filming opportunities during and after the Olympics.
- Utah Travel Council organizes the Utah Media Center, a facility for non-accredited journalists before and during the 2002 Olympic Winter Games. Launches web site [www.utahmediacenter.org](http://www.utahmediacenter.org). Media Center manager hired. Space leased at Expo Mart in downtown Salt Lake City.
- Utah Travel Council signs contract in January 2001 with global public relations firm Hill and Knowlton to promote Utah! now and through the 2002 Olympic Winter Games. Seven media familiarization tours are planned. News releases on various topics distributed throughout the year.
- Utah Travel Council releases new promotional video, *Utah! State of Adventure*, and statewide file footage.
- Utah Travel Council and Delta Airlines sponsor a Bud Greenspan film to preview the Olympics on networks around the globe and on Delta flights.



Skeleton Racing at Bear Hallow

Frank Jensen

- Utah! 2002 Photo CD produced by Utah Travel Council, featuring 84 high-quality images to be used by the news media.
- Department Communications Team handles onslaught of print and broadcast media inquiries from all over the world.
- DCED assists with Visitor Information Services (VIS) to provide information to visitors during the Olympics.
- Staff compiles Community Olympic Events Calendar, which promotes Olympic-related festivals and activities in venue cities and other communities. Information posted on the Internet at [www.utah.com](http://www.utah.com) and [www.utah.org/travel](http://www.utah.org/travel). Coming soon to [www.utah.gov](http://www.utah.gov).
- Utah Travel Council conducts Utah Awareness Surveys in Europe, Argentina, and Japan.
- Partner with ski and lodging industries for Utah's 2002 Winter Celebration, a program designed to help sustain normal ski business levels during the Olympic year. The Utah Travel Council will promote the lift ticket discounts in a national advertising campaign.
- Division of State History assigned to collect Olympic artifacts.



Cross-Country Competition

Dan Campbell

Solider Hollow, in Midway, Utah, is the venue for biathlon cross-country skiing and Nordic combined events during 2002 Olympic Winter Games.



## DIVISION OF BUSINESS AND ECONOMIC DEVELOPMENT

ROBERT FUEHR, DIRECTOR  
[HTTP://WWW.DCED.UTAH.GOV](http://www.dced.utah.gov)

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Utah has become the center of world attention as our State prepares for the 2002 Olympic Winter Games. What our visitors see, their opinion of our State and the potential business advantages are up to each one of us. This is Utah's once in a lifetime opportunity to meet people from around the world and begin to form personal and business relationships that could benefit Utah for many generations to come.

Each one of us is an ambassador for our State and each of us has a responsibility to make our international guests and athletes welcome. The face we show the world is the face that can positively impact our economic future. As we host our guests, our hope is the beauty of the State will captivate them and entice them to look deeper into our business climate.

The 2002 experience is an exceptional vehicle to widen our circle of friends and get to know suppliers and customers better. The State of Utah Division of Business and Economic Development is making that happen at the Utah Business Club at the Devereaux Mansion on Olympic Boulevard. The challenge is to partner our business guests at VIP receptions with world and State leaders and coordinate opportunities for Utah businesses to meet business representatives from many foreign countries. This is an exceptional chance to capitalize on international business and to expand sales overseas.

As ambassadors, another responsibility is to act as you would like others to treat you if you were in a foreign country with a limited command of the language. If you see someone who looks lost, offer help. A warm smile on a cold February day could result in a memory of Utahns for a lifetime.

Utah is a great place to live and work. Let's make sure that all the visitors who come here for the Games leave with that same spirit.

***Robert Fuehr***  
***Director***



## BUSINESS DEVELOPMENT

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### ***MISSION STATEMENT***

*The Business Development program promotes the vitality, expansion, and retention of Utah businesses. Through pro-active recruitment efforts, the program seeks to attract new business to Utah. The Business Development program also seeks to foster business growth by promoting Utah's existing businesses to grow and expand right here in Utah.*

### ***HIGHLIGHTS***

- **National Business Development:** National Business Development recruits quality companies to expand or relocate to provide high-paying jobs for Utah citizens. National Business Development facilitated the following:
  - 15 companies located statewide
  - 1,745 Jobs created
  - Average salaries well above the county and state average
- **“BEAR Program” -- Business Expansion & Retention:** The “BEAR Program” works to maintain Utah’s existing business base and to assist those companies with expansion plans. The main goals of the “Bear Program” are to:
  - Focus on helping Utah companies expand here at home
  - Visit 60 companies per month
  - Assist those companies ready to expand.
- **Utah Small Business Development Centers (USBDC):** USBDC is a partnership between Business Development, Small Business Administration, and local colleges and universities. This partnership resulted in:
  - 2,415 Utah business owners counseled in FY 2001
  - 300 Business seminars held statewide with 4663 attendees
  - 12 centers statewide
  - SBDC’s statewide generated \$26.6 million in loan packages
- **Enterprise Zone Administration:** Enterprise Zones offer tax credits for job creation and investment in plant and equipment by businesses locating their boundaries. Sixteen (16) new zones were designated during fiscal year 2001 increasing the total to 65 zones statewide. Enterprise Zones are key elements in helping rural Utah to market itself for business development.
- **Recycling Market Development Zones Administration:** Recycling Market Development Zones offer tax credits to recycling businesses for investment and job creation. There were \$11.5 million in new investments during FY2001 and 19 recycling zones designated statewide.

Marketing efforts included technical assistance, recycling business assistance through Environmental Protection Agency grant program, and various workshops, conferences, and an annual conference and trade show.

- **Statewide Economic Development Professional Training Program:** Training opportunities were provided for local economic development professionals in partnership with the Utah Alliance for Economic Development and Utah Small Cities, Inc. Six training sessions were held around the state during fiscal year 2001.

## **SPECIAL INITIATIVES**

The Business Development Office made the following initiatives for FY 2001:

- Finditinutah.com – Utah’s online business directory
- Utah Rural Development office – Smart Site initiatives
- Utah Heritage Highway – Spun off to local / regional entity

## **PARTNERSHIPS**

The Business Development Office partners with several important organizations in its efforts to grow Utah’s economy. Key alliances include: Mountain West Venture Group, Utah Information Technology Association, Utah Life Sciences Association, Utah Business Resource Network, Chambers of Commerce statewide, Custom Fit Training Program, and the Vest Pocket Coalition of Utah

# INTERNATIONAL BUSINESS DEVELOPMENT

## MISSION STATEMENT

*"Building Utah's Global Economy"*

## GOALS

- 1 - Develop and expand foreign markets for Utah goods and services.
- 2 - Increase level of Utah exports.
- 3 - Successfully attract global investments.
- 4 - Maintain a strong International Office Program.

The State of Utah International Business Development Office (IBDO) began to lay the foundations for economic capitalization on the awareness of the Olympics through the creation of the:



- **Country Center Network:** The IBDO, in partnership with countries from around the world began to create the Country Center Network to complement the Salt Lake 2002 Olympic Winter Game experience. While the world gathers in celebration the network members will bring added value and a new dimension to the experience by providing a framework for business exchange. For more information go to [www.countrycenter.net](http://www.countrycenter.net).



- **International Business Partners Program:** Every business in the state was invited to partner with the IBDO to use the pre-game period as an opportunity to host target business guests in a business expansion initiative. At the close of FY 2000, 220 companies have joined with over 45 target clients getting introductions to Utah and Utah business opportunities.



- **Global Technology Forum Initiative:** In its 18th year, the Wayne Brown Institute will partner with the IBDO in an effort to create a Global Venture—Emerging Technology Accelerator Organization designed to establish Utah as a major Global Venture-Technology location. The foundation is in place with the objective of a major launching two days before the Olympics.

*Commemorative pin struck for  
the Utah Chef de Mission*





### **DAVID WINDER, EXECUTIVE DIRECTOR**

Winder welcomed over 1,200 business and government officials from 30 countries to the Fourth Annual Global Business Reception during World Trade Week. Over 500 companies attended a series of seminars and one-on-one business meetings focusing on major trade bloc opportunities throughout the world.

### **UTAH GLOBAL NETWORK**

The Utah global network consists of International Office Representatives and partner organizations in countries that represent over 80% of the world's economy and population.

Argentina	France	Netherlands
Austria	India	Philippines
Australia	Israel	Thailand
Belgium	Italy	Singapore
Brazil	Japan	S. Africa
Canada	Jordan	Sweden
Chile	Korea	Taiwan
China	Mexico	UK

### **UTAH EXPORTING CLIENT BASE**

Over 1,500 Utah companies export to more than 120 countries. Throughout the Asian market melt down over the last two year Utah exports have been able to maintain their peak level of approximately 4 billion dollars per year accounting for roughly 15% of the Utah job base.

## **IBDO SERVICES PROVIDED**

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### **BASIC INTERNATIONAL BUSINESS & COMMUNITY INFORMATION**

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Workshops  
Seminars  
Company Listing in Trade Directories  
E-Business Internet Promotions  
E-Foreign Market Information Services  
Trade Delegation Networking  
General Consultation & Referrals

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### **MARKET DEVELOPMENT ASSISTANCE FOR UTAH EXPORT COMPANIES**

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Company Consultation & Assessments  
International Assistance Action Plans  
Market Expansion and Partnerships  
Certificates of Free Sale  
Development through:  
Trade Missions  
Trade Shows  
Trade Leads  
Trade Delegations  
Business-to-Business Introductions

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### **FOREIGN INVESTMENT AND RECRUITMENT**

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Utah Ambassador Visit Initiative  
International Business Partnership Initiative  
Global Country Center Initiative  
Corporate Relocation Initiative  
Investment Promotions  
Familiarization Tours  
Business Relocation Proposals  
Relocation Assistance

## COMPANY SUCCESS

**Redmond Minerals:** ‘RealSalt’ is the most natural, healthful, and delicious salt in the world that has not been heated, has no chemicals, bleach, additives or preservatives. Mr. Hiroshi Okawa for the Tochigi Salt Company travels all over the world in search of the very best salts available. He was intrigued with the ‘RealSalt’ product, in particular with the flavor. Through introduction and work with the International Office, Redmond Minerals is now exporting ‘RealSalt’ to Japan.



**PMP:** PMP manufactures biodegradable products. Jointly recruited by National and International, the company has established a manufacturing plant in Utah. As a new business partner, they are focusing on opportunities associated with the 2002 Olympic Winter Games to help the state attract industry sector satellite businesses into Utah.

**I-Sim:** I-Sim is a leading producer of virtual driving operator console providing interactive, real time control of the driving environment. It's stand-alone system, capable of simulating conditions for police vehicles, fire trucks, ambulances, pickups and public works vehicles is now being sold to global customers. Introductions and partnerships were created with the International Office through the Business Partners Initiatives designed to capitalize on the Olympic games.





## UTAH CENTERS OF EXCELLENCE PROGRAM

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### ***MISSION STATEMENT***

*The purpose of the Office of Technology Development's Utah Centers of Excellence Program is to promote the creation, development, and expansion of technology-based businesses and industry. To accomplish this, the goals include:*

- *Maximizing the economic impact of research and development performed at Utah's universities.*
- *Facilitating the licensing of mature technologies to Utah businesses.*
- *Encouraging the establishment and growth of Utah businesses based on new and developing technologies.*
- *Promoting the availability and use of technical and capital resources for Utah's technology-based businesses.*

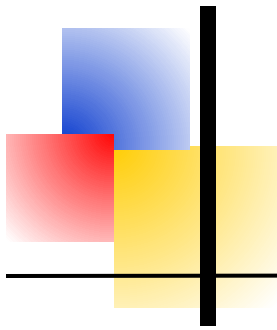
### ***HIGHLIGHTS***

Through fiscal year 2001, the Office of Technology Development's Utah Centers of Excellence Program leveraged a cumulative state investment of \$33.7 million with non-state matching funds totaling \$356 million. To date, the program was responsible for the creation of:

- 142 new high technology companies
- 125 new patents either issued or pending
- 197 licenses signed between businesses and Utah universities
- 10.6:1 cumulative match ratio

The Utah Centers of Excellence Program, widely regarded as one of the nation's most productive and successful programs of its type, sponsors the development and commercialization of technologies currently being researched at Utah's universities. By helping to introduce these commercially important new products, the Centers program plays a vital role in the growth of Utah's high-technology economy.

During the fiscal year, the Centers program continued to manage a legislative appropriation of \$2 million. New appointees to the Centers advisory council have strengthened the technical expertise of the council. Expanded consulting services provided to Center directors have greatly improved the commercialization opportunities for funded Centers. Planning grants have been reduced from \$10,000 to \$5,000 to fund more potential Centers with greater focus on market analysis.



## FILM COMMISSION

### ***MISSION STATEMENT***

*The Utah Film Commission markets the entire state as a location for film and commercial production and promotes the use of Utah support services and professionals.*

### ***HIGHLIGHTS***

#### **FILM PRODUCTION**

In July 2001, the Utah Film Commission released the following economic impact figures for fiscal year 2001:

- Film production in Utah contributed approximately \$117 million. This marketed the fifth consecutive year Utah has contributed over \$100 million.
- Twenty one feature films and two complete network series were shot in Utah in fiscal year 2001.
- CBS' *Touched by an Angel* shot on location all eight seasons in Utah.
- Commercials, documentaries, and videos, resulted in 153 productions.
- There was a total of 1,208 production days in Utah in fiscal year 2001. The following is a list of how many production days took place in each county:

Carbon 2	Iron 1	San Juan 243	Wasatch 7
Davis 43	Kane 117	Summit 21	Washington 14
Emery 132	Millard 3	Tooele 89	Wayne 26
Grand 235	Salt Lake 228	Utah 34	Weber 13

- A total of 149 specific marketing presentations were prepared for individual clients. Eighty of the presentations were given to Olympic sponsors and journalists. One hundred and twenty-five were given to industry professionals at the AFCI annual Locations trade show.
- There were approximately 234 general inquiries requesting information on filming in Utah.

#### **MARKETING AND ADVERTISING**

July through September, the Utah Film Commission advertised on screen in local movie theaters from Ogden to Provo to heighten our local exposure. Three thousand five hundred and ten spots were shown, with 560,024 people reached and \$5,474.00 invested. Seventeen cents was invested per spot, and one cent per person.

- Variety LA/NY 411 industry directory, ½ page color ad.
- Kemps industry directory, ½ page color ad.
- Sponsored Bicknell International Film Festival.
- Sponsored International Film Project in New York City.
- Sponsored Western Legends in Kanab.
- Sponsored Motion Picture Industry Night at the Salt Lake Stingers.
- Produced an educational video on filming on Public Lands.
- Sent Quarterly newsletter to 1,800 local industry professionals and support services.
- Shoot Magazine directors issue ad, running Friday, October 12, 2001.

**National Association of Broadcasters:** NAB was a huge trade show that took two days to cover all the floor/booth space. The main audience was for the technician behind the scenes, the creative forces behind the camera, the edit bay, and the computer monitor. From a film commission client perspective, it was not a beneficial show. However, as a cram course on new technology and how it is impacting and changing the visual industry, it was extremely beneficial and enlightening. The ever-changing ways of creating, manipulating, and transmitting images is astounding. Film commission employees were able to register to receive information from several different companies that offered a variety of technologies that would prove useful to the Governor's Silicon Valley Initiative and would also fill valuable slots in any media campus/sound stage configuration that would be one day built in the valley to serve the motion picture/television/visual industry. Staff also talked to several people with Utah connections that were exhibiting at the weeklong show.

**Olympic Filming:** The Utah Film Commission hosted the 2nd "Filming Before, During, & After The Olympics" conference on September 25, 2001 at the Salt Lake City Hilton Resort & Hotel. A follow-up session is scheduled for October 16, 2001. Topics covered dealt with the impact of broadcast filming, permitting requirements, parking access, and security concerns. A streamlined permitting process is the goal as is a streamlined policies/procedures process from venue city to venue city, from state park to state park, from national park to national park. A "Stack of Facts" book is also being developed to distribute to media, which provides contact information, permitting information, story ideas, etc. This book will be available to both accredited and non-accredited media.

- The film industry has generated \$10 billion into Utah's economy in the past 10 years
- Utah is home to the world's oldest film commission
- Utah is the 6th busiest production center in the United States
- Utah is known for its well developed film industry infrastructure
- Utah is home to the internationally acclaimed Sundance Film Festival
- Since 1912, thousands of film and television productions have used Utah as a back drop



# INDUSTRIAL ASSISTANCE FUND

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## ***MISSION STATEMENT***

*The Utah Industrial Assistance Fund is a \$10 million revolving loan fund created by the Utah State Legislature in 1991 to provide loans or grants in the establishment, relocation, or development of industry in Utah.*

## ***HIGHLIGHTS***

Fiscal year 2001 was a productive year for the Industrial Assistance Fund. With 14 companies funded, there were 3,260 jobs created. This was 196 percent of the average country wage. Using \$5,142,00 of fund money, \$102,422,000 of new tax dollars were created. This maintained 20 times the return on taxpayer dollars.

There are three loan programs within the Industrial Assistance Fund. Loans are made to qualifying companies in one of the three following areas:

### **RURAL LOAN PROGRAM**

Rural loans are available to companies that are relocating or expanding outside Davis, Weber, Salt Lake, Utah, and Washington Counties.

### **TARGETED INDUSTRY LOAN PROGRAM**

Targeted Industry Loans are available to companies that will be expanding or relocating within one of the urban counties. Qualified companies must also operate within one or more of the industries identified as targets each year by the Division of Business and Economic Development Board. These targeted industries are Aerospace, Biomedical, and Information Technology.

### **CORPORATE LOAN PROGRAM**

Corporate loans are available to qualified companies that are relocating or expanding inside Davis, Weber, Salt Lake, Utah, and Washington Counties. These loans are reserved for extraordinary growth that involves heavy capital investment, large numbers of new jobs, and a high average salary. These companies must also meet high requirements of Utah purchases during the term of the loan.

### **EARNED CREDITS**

Ideally, participating companies, through "Earned Credits", repay loans made through the Industrial Assistance Fund. Each year, after a company has met the employment and economic activity goals as set forth in the loan agreement, the annual payment due is forgiven through these Earned Credits. Thus, when the term of the loan is completed and all goals have been continually met, the loan has become a grant.



## PROCUREMENT ASSISTANCE

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### ***MISSION STATEMENT***

*Creating and maintaining a successful small business is a challenging endeavor. The Procurement Technical Assistance Center helps to ensure the success of small, woman-owned and minority-owned businesses by providing a high level of technical assistance, leading to an increased number of contract awards for Utah companies.*

### ***HIGHLIGHTS***

- **Technical Assistance:** UPTAC clientele may access computerized bid matching information, manufacturing specifications and standards, historical pricing data, federal regulations, individualized counseling and other tools that ensure a competitive advantage in the bidding process.
- **Aerospace Trade Shows:** The Center sponsors booths at three of the world's most prestigious aerospace technology trade shows, allowing Utah companies to experience worldwide marketing opportunities at an affordable cost.
- **Contracts:** In 1996, Thayne Robson, Dean of Economics, University of Utah, measured the effectiveness of UPTAC services by applying the following formula: \$1,000,000 in contracts reported equates to 25 jobs either established or retained.

In Fiscal Year 01, UPTAC assisted Utah businesses to the extent they were successful in receiving contract awards from local, state and federal governments totaling **\$136,115,675**.

Utah Procurement Technical Assistance Center receives reports from Utah companies on commercial contracts, however they were not included in the above figure because the Center does not report them to the federal government. However, an additional **\$50,000,000** reported in commercial contracts increases the Return on Investment for the program.

The Utah Procurement Technical Assistance Center prepares Utah businesses to participate in and win contracts. UPTAC provides expertise and tools for federal, state, and local government and commercial contracting opportunities. The service is available free of charge to Utah companies and begins with a phone call to (801) 741-4520.



## UTAH SMART SITE INITIATIVE

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On March 16, 2001, Governor Mike Leavitt launched the Utah Smart Site Initiative with the creation of the first six smart sites in rural Utah. His comments set the stage for what rural leaders across the state are hailing as the most significant rural economic development effort in decades.

*"I am meeting regularly with technology-based firms who are intrigued with the potential of outsourcing work to rural sites offering trained workers, high speed bandwidth and state-of-the-art technology. These first smart sites will open the door for dozens of similar sites and hundreds of family-sustaining jobs for rural Utahns over the next few years."*

*Governor Mike Leavitt*

On July 1, 2001, a generous appropriation of \$725,000 from the Utah State Legislature became available to support the Utah Smart Site initiative. This report documents the progress of this important initiative from July 1, 2001 through November 1, 2001.

### WHAT IS UTAH SMART SITE?

A Utah Smart Site is a facility with high speed bandwidth where a company employs trained rural workers to perform computer, telecommunications, or data entry services for remote clients. Examples of service include help desk support, website design, computer programming, data entry, digital mapping, database development, and software testing.

### HIGHLIGHTS

- Novel contracts with AMC, Cedar City's Smart Site, for technical help desk support. Begins with work for six workers at over \$30,000. Quality of work result in expansion to at least 20 workers.
- ACS, a Fortune 1000 outstanding firm, wins Department of Justice Immigration and Naturalization Services contract that will employ at least 75 data entry workers at Uintah River Technology on the Ute Indian Reservation.
- UBTA Communications, Roosevelt's Smart Site partner, provides 80 new technology-based jobs by deciding to perform work in house that had previously been performed elsewhere.
- Gaeaorama, geologic consulting firm, expands to Blanding Smart Site to perform digital mapping services.
- ICOMMAND.NET, a Provo-based website design firm, has expanded its operations to the Blanding Smart Site.
- JCI, a Tropic women-owned business, joins the initiative, to expand it's medical billing service.

- Footprints, Inc, with offices in Sandy, Seattle Washington, and corporate headquarters in Moab, join the initiative to expand it's computer programming business.
- Information Connections, LLC, Logan's Smart Site, is constructing a call center in the Utah State University Research Park to provide technical and customer support for high tech industries.
- Entrepreneurs in Sanpete, Kane, Emery, and San Juan Counties announce plans to start new Smart Site business.

### LEVERAGING THE UTAH SMART SITE LEGISLATIVE APPROPRIATION

DCED has increased the impact of the Utah State Legislature's Utah Smart Site Appropriation through strategic partnerships.

- **U.S. Department of Commerce:** \$500,000 to purchase computer-related equipment and software for use in Utah Smart Sites.
- **U.S. Department of Labor:** \$100,000 to provide training for Utah Smart Site workers.
- **LearnKey:** Self-paced training materials valued at \$25,000 to enhance Smart Site worker skills.

### UTAH SMART SITE COMMUNITIES

To qualify for the Utah Smart Site Initiative, a community must establish a local team and identify a high-speed bandwidth solution, a facility within which an outsourcing firm can operate and a strategy for delivering technology-based training to local workers.

Blanding	Kanab	Mt. Pleasant	Richfield
Brigham City	Logan	Orangeville	Roosevelt
Cedar City	Moab	Price	Tropic
Huntsville			

### UTAH SMART SITE INCENTIVES

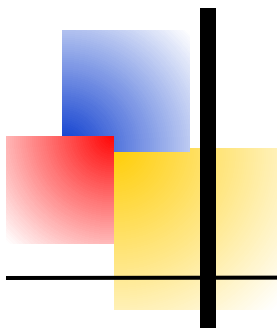
A company conducting business in a Utah Smart Site has access to the following resources:

- Custom fit training dollars to tailor rural workers to company needs.
- Computer equipment and software.
- In communities that are Utah Enterprise Zones, job and investment tax credits.
- Facilities with high speed bandwidth.
- Targeted incentives through the Utah Industrial Assistance Fund.
- Colleges and/or universities partnering with community organizations to assure an ongoing supply of trained workers.
- Technical assistance identifying state and federal contracts.

### UTAH SMART SITE MARKETING

Marketing efforts to encourage firms to locate in a Utah Smart Site include:

- Outsourcing business retreats with Governor Leavitt at the Governor's Mansion.
- Friends of Utah receptions in Dallas, San Jose, and Seattle.
- Utah Smart Site receptions in Smart Site towns along the Olympic Torch Relay route.
- Utah Smart Site receptions at the Utah Business Club during the Games.
- Internet site ([utah.gov/tech/smartsites.com](http://utah.gov/tech/smartsites.com)).
- Targeted industry trade shows.
- Participation in "Utah—Where Ideas Connect" branding campaign.
- Utah Smart Site collateral materials.



## UTAH TECHNOLOGY ALLIANCE

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### ***MISSION STATEMENT***

*Accelerating Utah's Emergence as a Center for Technology and Entrepreneurship.*

### ***HIGHLIGHTS***

The term "Silicon Valley" is a pseudonym for High Tech and represents a successful model for using technology as a key driver of economic growth. "Silicon Valley" economies exist in several metropolitan areas, not just in the Bay area of northern California, and consist of a variety of technologies, not just information technology. The goal of the Alliance is to strengthen Utah's position as a premier technology center.

### **KEY ELEMENTS OF SILICON VALLEY MODEL**

- Strong research universities
- Numerous and highly capitalized venture capital funds
- Well developed infrastructure of professional support services
- Substantial 'anchor' companies
- Large numbers of young emerging growth companies
- Highly charged entrepreneurial spirit

### **THE ALLIANCE IS UTAH'S STRATEGY FOR ACHIEVING ECONOMIC CRITICAL MASS**

- Brand Utah as a recognized high technology center
  - Where Ideas Connect
  - Growing Workforce
  - Tech Savvy
  - Education Minded
  - Recreation Minded
  - Affordable
  - Safe, clean and livable
- Maximize Utah's Opportunity in the Olympic Spotlight
  - Build our national and international reputation
  - Develop and strengthen key relationships
  - Torch Relay
  - High Tech Summit
  - Country Houses
  - Utah business hosting at Devereaux Mansion

- Focus business attraction, retention, and expansion efforts on targeted economic eco-systems compatible with Utah's existing strengths and competitive advantages
  - Biotech: Human Genetics
  - Medical Devices
  - Computer Graphics
  - Web Services
  - Wealth Management
- Strengthen partnerships with key support organizations to enhance Utah's infrastructure
  - Business accelerators
  - Chambers of Commerce
  - Economic development agencies
  - Educational institutions and training entities
  - Envision Utah – smart growth concepts
  - Industry and trade associations
  - Professional services
  - Research parks
  - Technology transfer offices
- Extend New Economy opportunities to rural Utah communities by creating rural Smart Sites and securing outsourcing contracts with Silicon Valley businesses
- Enhance the supply of skilled technology workforce by doubling the number of engineers, computer scientists, and technology-related professionals in the next five years, and tripling them in the next eight years
- Develop Friends of Utah network to assist in promoting Utah's high technology business climate. 2,900 contacts are in the database.
- Schedule regular trade missions to market Utah as a grow out center for high tech businesses. Eight trade missions were conducted.
- Build strategic alliances with other technology centers such as the Utah-Silicon Valley Alliance.
- Organized 17 citizen task groups to implement specific recommendations to foster an atmosphere conducive to new ideas, innovation and investment
  - Build out
  - Capital Investment
  - Deal Flow
  - Economy/Livability
  - Education
  - Energy
  - Entrepreneurship
  - International
  - Investor Training
  - Legislative
  - Olympic Impact
  - Professional Services

- Smart Space
  - Seasoned Management
  - Technology Transfer
  - Telecommunications
- Representatives from business, education and government attended a planning summit in August 2000 to foster the growth of Utah's high-tech environment. The summit resulted in specific recommendations in the following areas:
    - Academic Institutions
    - Entrepreneurship
    - Legal/Accounting/Banking
    - Management/Mentoring
    - Real Estate
    - Seed Capital
    - Telecommunications
    - Venture Capital
    - Work Force Development

*“We want Silicon Valley companies to know that Utah is ready and willing to partner with them. We also want to have a nurturing environment for growing Utah companies.”*  
*- Governor Mike Leavitt*



## DIVISION OF COMMUNITY DEVELOPMENT

KERRY BATE, DIRECTOR  
[HTTP://WWW.DCED.UTAH.GOV](http://www.dced.utah.gov)



"I just called to say thanks for the attention that your office has given to the family," said Rep. Sheryl Allen, one of the most conscientious of Utah legislators. Rep. Allen added that she heard a report "that your office has been just fabulous" and the client who had been working with the division said that our staff member "ought to be nominated for state employee of the year" because "she has just been fabulous. So I just called to say thank you very much for doing this. This is definitely a family in need and this is what we're here for, and this is what we're all about."

Customer service, one of the highest priorities for successful businesses, is even more important in government. Good customer service translates into satisfied citizens, legislative and executive branch support, and value for the taxpayers.

I was very moved by Rep. Allen's comments on two levels. First, it is so rewarding to see the division staff "get caught doing it right." That was deeply satisfying and reminded me what a capable team we have serving the citizens of Utah. Second, what a great example of customer service Rep. Allen demonstrated by taking the time to call and share her good experience.

Good customer service flourishes with feedback: go the extra mile, try a little harder, be recognized, build morale and spirit. Fail to achieve your goals, disappoint the customer, communicate the wrong message, and candid feedback allows us a chance to make adjustments, corrections, or get refocused and succeed next time.

The Division of Community Development works hard to get customer feedback, especially through surveys. During summer 2001, we surveyed not only those agencies with whom we have contracts but volunteer members of the division's boards, councils, commissions, and committees to see if their needs are being met. Because more people serve through volunteer appointments than are on the payroll, it is critical to measure volunteer satisfaction.

What we've learned is that volunteers are generally satisfied with paid staff: the surveys report that staff are usually knowledgeable about the processes and issues, are tactful, collaborative, and accessible, that meeting locations are usually convenient and minutes are provided in an appropriate form. But we've also learned that we can do a better job of making sure volunteer roles are clearly defined, provide background information in a timely manner; and in some cases, improve the turnaround time for meeting minutes and agendas.

Especially helpful are the written comments accompanying the returned surveys: "Minutes and agendas are now being distributed in a timely manner" is wonderful reinforcement that efforts to improve are being noticed. Another person wrote, "Unsure of the role we play as board members. Also uncertain of the expectations of board members." Here, surely, is an opportunity to improve. And who can beat the comment of one committee member who wondered "if we, as board members, are providing adequate support and direction to DCED?"

Customer service is critical to our success. We will continue to do our best to seek input in order to gain opportunities to improve. This is particularly fun because of our great customers!

***Kerry William Bate,***  
***Director***

## COMMUNITY DEVELOPMENT BLOCK GRANTS

### MISSION STATEMENT

*The purpose of the program is to help communities of fewer than 50,000 people provide a suitable living environment, decent housing, and expanding economic opportunities, principally for persons with low and moderate incomes*



CDBG check provided to Lincoln Center in Brigham City.

### HIGHLIGHTS

The Community Development Block Grant (CDBG) program experienced another successful program year during 2001. The program continues to benefit cities and counties throughout the state. In Utah, the program is unique in that prioritization of projects to determine the distribution of funds is made by locally elected officials with input from local citizens in Utah's cities and towns. In fiscal year 2001, the state CDBG program received \$7.6 million that was distributed to the local Associations of Governments as follows:

Bear River Association of Governments (13)	\$1,231,568.00
Five County Association of Governments (10)	\$1,045,774.00
Mountainland Association of Governments (15)	\$1,608,867.00
Six County Association of Governments (8)	\$ 468,664.00
Southeastern Utah AOG (5)	\$ 580,835.00
Uintah Basin Association of Governments (2)	\$ 357,052.00
Wasatch Front Association of Governments (21)	<u>\$2,273,857.00</u>
<b>Total</b>	
<b>(74 projects)</b>	<b>\$7,566,617.00</b>



Affordable housing apartment complex in Brigham City made possible by Community Development Block Grant funds.

For the second consecutive year, funding of community projects such as senior citizen centers, homeless shelters, and children justice centers outpaced traditionally popular infrastructure such as water and sewer projects. Affordable housing was extensively funded again, and sidewalk, curb, and gutter improvements remain popular. Consolidated planning continues to improve and will remain a priority of the CDBG program in Utah.



## OLENE WALKER HOUSING TRUST FUND

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### ***MISSION STATEMENT***

*The Olene Walker Housing Trust Fund is comprised of state and federal funds that assist in the construction, rehabilitation, and purchase of multi-family and single-family housing throughout Utah. The fund is named in honor of Lt. Governor Olene Walker because of her long-time advocacy of affordable housing.*

### ***HIGHLIGHTS***

#### **VALOR HOUSE—REMEMBERING OUR VETERANS**

Valor House is a project of the Salt Lake City Housing Authority. This project has been nationally recognized by National Association of Housing and Redevelopment Officials (NAHRO) as one of the most creative projects of 2001. This project was funded through the Olene Walker Housing Trust fund in partnership with the Salt Lake City Housing Authority and many other funding partners. The project serves very low-income veterans and provides on site counseling, hot meals and a clean place to sleep. With a growing population of displaced and homeless veterans, the project serves a previously underserved group.

#### **HOME CHOICE**

HomeChoice is a program to provide homeownership opportunities to persons with disabilities. This program is a partnership of Fannie Mae, the Olene Walker Housing Trust Fund, and private banking institutions. The program recognizes the limited financing available to low-income individuals with disabilities and offers a creative finance package, which allows the bank to partner with the OWHTF to provide first and second mortgages on homes for the disabled. The program offers Homebuyer Education, Credit Counseling, and help in selecting a home to fit the individual's needs.



Box Elder Commons in Brigham City. Housing for the physically and mentally disabled.

#### **FAMILY PRESERVATION PROGRAM**

The Family Preservation Program has been changed to reach rural areas more effectively. These programs, provided by the Olene Walker Housing Trust Fund, are aimed at providing housing opportunities for low-income families who otherwise would be forced to continue to rent.

The programs are administered through provider agencies contracted to the State of Utah, Department of Community and Economic Development, and funded by the Trust Fund. These agencies are the Association of Government offices, Housing Authorities, and Non-Profit Agencies serving both the rural and urban areas of the state. The rural associations can actively play a roll in preserving housing stock and advocating for low-income families on a local level.

During FY 2001, the Trust Fund participated in funding on nearly 80 units of single family housing throughout the state. So many families have been impacted by the softening economy that the demand on the fund is expected to increase significantly in 2002 .

More and more, staff is working with families such as a recent project in rural Utah where the grandparents, both of whom were on Social Security, had been given custody of 2 grandchildren. The home they were living in was in deplorable condition, with exposed electrical wires, only partially plumbed, and the roof falling in. The local housing specialist worked with the grandparents and determined the home was not fit to be rehabilitated and should be torn down. The Olene Walker Housing Trust fund provided a loan for a replacement home that would provide clean, decent, affordable housing. The grandparents make a monthly payment that takes into consideration their limited income.

*A family of four, mom and three children, strive to make ends meet everyday. Housing is this working mothers biggest concern. With a monthly income of \$1,300.00, paying rent of \$750.00 per month is a tremendous burden and leaves little else for food and clothing. But along the Wasatch Front, renting an apartment for less that will still provide decent, safe housing is difficult. "I want my children in a safe and clean home, just like everyone does." However, because of low interest loans made to non-profit developers through the Olene Walker Housing Trust Fund, rents can drop well below the Fair Market Rate and still provide high quality housing. Susan and her children now have an apartment in a project built with a low-interest loan from the Olene Walker Housing Trust Fund. Her rent is now \$450.00 a month. "I now have the money for school clothes and prescriptions for my son. I can't believe how nice my home is."*

## **PRESERVATION OF EXISTING AFFORDABLE HOUSING**

The effort to preserve existing affordable housing is a continuing priority for the Trust Fund. In 2001 nearly 300 units of affordable housing were retained in the housing inventory with loans provided to developers through the Olene Walker Housing Trust Fund. The majority of projects funded this year are preserving rents targeted for individuals at 50% of area medium income, and have set-aside units targeted as low as 30% of area medium income.



## WEATHERIZATION ASSISTANCE PROGRAM

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### ***MISSION STATEMENT***

*The major goal of the Weatherization Assistance Program is to enable low-income individuals, particularly the elderly and handicapped, and families, to participate in energy-conservation programs that will lessen the impact of utility costs on household budgets and encourage self-sufficiency.*

### ***HIGHLIGHTS***

The Utah Division of Community Development administers the U.S. Department of Energy's Weatherization Assistance Program through eight government and non-profit agencies across the state.

During fiscal year 2001, weatherization services were provided as follows:

Homes completed	1,190	Native American units	71
Elderly units	408	People served	2,962
Disabled units	367	Homes in progress	283

Individuals, families, the elderly (age 60 or older), and the disabled who are at or below 125 percent of the current federal poverty income guidelines are eligible for the Weatherization Assistance Program. However, priority is given to the elderly and disabled, high energy consumption, emergency situations, and homes with pre-school-age children. Participating households nationally are averaging a savings of 27.6 percent on energy consumption or approximately \$320 a year.

Both owner-occupied and rental units are eligible for weatherization. In the case of owner-occupied dwellings, however, the goal of the weatherization program is to help low-income tenants reduce their utility costs without excessive enrichment to the proper owner. Rental property owners are required to provide a 50 percent funding match in most cases.

In carrying out weatherization projects, first priority is given to stopping infiltration of warm or cold air. Second priority is installing a balanced combination of energy-conserving home improvements. These include furnace tune-ups and repairs, insulation of attics, floors, walls, foundation, and exposed heating ducts; installation of replacement windows, efficient lighting, and refrigerator replacement. Only measures with a savings-to-investment ratio of greater than one can be installed (based upon a computerized energy audit of each home).

Utility funding has increased the scope of the program to include electrical baseload reduction activities and increased natural gas appliance safety measures.



# RURAL DEVELOPMENT FUND

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## ***MISSION STATEMENT***

*The Rural Development Fund Board provides grants to local government entities in south-central Utah impacted by the transfer of lands to the control of the Utah School and Institutional Trust Lands Administration by the federal government in 1998. The grants enable communities and agencies to finance local improvement projects to enhance the quality of life.*

## ***HIGHLIGHTS***

### **STATUTORY AUTHORITY**

The Rural Development Fund Board (RDFB) is a program of the State of Utah authorized in Section 9-14-101, et seq. The RDFB provides grants to local governmental entities in south-central Utah impacted by the transfer of lands to the control of the Utah School and Institutional Trust Lands Administration by the federal government in 1998. The source of the RDFB's funding is a portion of mineral lease royalties collected on the exchanged lands.

### **BOARD MEMBERSHIP**

The RDFB is directed by a five-member board comprised of a governor's designee and a mayor or county commissioner from each of the four participating counties-- Kane, Garfield, Piute, and Wayne. Administrative and operational support is provided by the Utah Division of Community Development.

### **ELIGIBLE APPLICANTS**

- Eligible applicants are limited to county and municipal governments or special service districts within Kane, Garfield, Piute, and Wayne counties.
- Ineligible applicants include Indian tribes, individuals, corporations, associations, private non-profit groups.
- Eligible applicants cannot apply in behalf of ineligible applicants.

### **ELIGIBLE PROJECTS**

- The RDFB considers applications for capital projects.
- Capital projects include public facilities, services, or infrastructure traditionally provided by local government entities under Utah statute.

*Eligibility is limited to projects owned by an eligible applicant.*

## FUNDING GUIDELINES

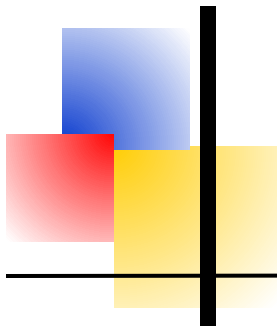
- Applicants are strongly encouraged to leverage RDFB with other matching funds.
- The RDFB will not fund planning or feasibility studies. Design projects which are directly related to and will result in a capital project will be funded on a 50/50 cash match basis.
- The RDFB will not fund general operating budgets of eligible applicants. Additionally, the RDFB will not fund operating or maintenance budgets for otherwise eligible projects.
- All applicants must demonstrate that the facilities or services provided will be available and open to the general public and that the proposed funding assistance is not merely a device to pass along low-interest government financing to the private sector.

## FUND SUMMARY

Revenues (FY-00, 01)	\$ 846,369.66
Previously approved projects	\$ <u>581,592.00</u>
Remaining Fund Balance	\$ <b>264,777.66</b>

## APPROVED PROJECTS

<b>Applicant</b>	<b>Project Catagory</b>	<b>Approved Funds</b>
Panguitch City	Recreation facility (ball field lighting)	\$ 80,000
Kane County	Utility upgrades (roads/power)	\$ 60,000
Town of Cannonville	New community center	\$ 50,000
Town of Cannonville	New community center-Supplemental	\$ 25,000
Town of Marysvale	Drainage improvements	\$ 70,000
Piute Co	MBA Senior center in Junction	\$ 70,000
Wayne Co	MBA New county annex office bldg	\$ 55,000
Escalante City	Airport improvements	\$ 75,000
Garfield County	Fairgrounds improvements	\$ <u>96,592</u>
		\$ <b>581,592</b>



# RURAL ELECTRONIC COMMERCE & COMMUNICATIONS FUND

## MISSION STATEMENT

*The Rural Electronic Commerce Communications System Fund provides grants for programs or projects which preserve or promote communications systems in rural areas of the Utah.*

## HIGHLIGHTS

### STATUTORY AUTHORITY

The Rural Electronic Commerce and Communications System Fund Board (REC) is a program of the state of Utah authorized in Section 9-15-101, et seq. The goal of the REC is to provide grants for programs or projects which preserve or promote communications systems within the rural areas of the state. REC's funding is derived from a portion of mineral lease royalties collected on lands transferred to the control of the Utah School and Institutional Trust Lands Administration by the federal government in 1998. The REC may also issue revenue bonds to provide financing for eligible projects.

### BOARD MEMBERSHIP

The REC is controlled by a nine-member board composed of a governor's designee, a county commissioners and a mayor from each of four rural counties. Administrative and operational support is provided by the Utah Division of Community Development.

### ELIGIBLE APPLICANTS

Entities concerned with preserving or promoting communications systems within the rural areas of the state.

### ELIGIBLE PROJECTS

Programs or projects which preserve or promote communications systems within the rural areas of the state.

### APPROVED PROJECTS

Project Category	Approved funds
TV translator system upgrades	\$ 3.2 million

Upgrades totaling \$3.2 million to the statewide television translator system will be financed with a revenue bond issued by a consortium headed by the Utah Association of Counties. On June 2, 2000, the REC committed to provide an annual grant equal to the annual debt repayment (principal and interest) necessary to repay the debt over the eight-year term of the bond.

The payment requirements on this revenue bond are as follows:

<u>Year</u>	<u>Amount</u>
2000	\$ 81,805.54
2001	\$ 169,243.50
2002	\$ 285,703.50
2003	\$ 539,590.75
2004	\$ 538,658.00
2005	\$ 537,327.00
2006	\$ 537,466.00
2007	\$ 535,876.00
2008	\$ 535,188.00



# NAVAJO REVITALIZATION FUND

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## ***MISSION STATEMENT***

*The Navajo Revitalization Fund maximizes the long-term benefits of state severance taxes paid on oil and natural gas production. Revenues from these taxes provide grants and/or loans to agencies of county or tribal governments in San Juan County which are impacted by the development of oil and gas interests in Utah held in trust for the Navajo Nation and its members.*

## ***HIGHLIGHTS***

### **STATUTORY AUTHORITY**

The Navajo Revitalization Fund (NRF) is a program of the State of Utah authorized in Section 9-11-101, et seq. The goal of the NRF is to maximize the long-term benefits of state severance taxes paid on oil and natural gas production. Revenues from these taxes provide grants and/or loans to agencies of county or tribal governments in San Juan County which are impacted by the development of oil and gas interests in Utah held in trust for the Navajo Nation and its members.

### **BOARD MEMBERSHIP**

The NRF is directed by a five-member board comprised of a governor's designee, two members of the San Juan County Commission whose districts include portions of the Navajo Reservation, the chair of the Navajo Utah Commission or his designee, and the chair of the Utah Dineh Committee or his designee. Administrative and operational support is provided by the Utah Division of Community Development.

### **ELIGIBLE APPLICANTS**

The NRF may authorize grants and/or loans to the Navajo Nation and its departments or divisions; any Utah Navajo Chapter; the Navajo Utah Commission, Utah state agencies or subdivisions, the Navajo Trust Fund, or nonprofit corporation that are or may be socially or economically impacted, directly or indirectly, by mineral resource development.

#### **Priority Projects:**

- Capital projects and infrastructure, including electrical power, water, and other one-time need projects.
- Housing projects including purchase of a new housing, construction of new housing or significant remodeling of existing housing.
- Matching educational endowments that promote economic development; promote Navajo culture, history, and language; support postsecondary educational opportunities for Navajo students.

## PROHIBITED ACTIVITIES

- Start-up or operational costs of private business ventures.
- General operating budgets of the eligible entities.
- Projects or programs operated or located outside the Navajo Reservation in San Juan County.
- Any project or program that does not receive matching monies or in-kind services from the applicant agency.

## FUND SUMMARY

Revenues: (Fiscal year 98, 99, 00, 01)	\$ 2,721,503
Previously approved projects	\$ <u>2,008,934</u>
<b>Remaining Fund Balance</b>	<b>\$ 712,569</b>

## APPROVED PROJECTS

<b>Project Category</b>	<b>Approved Funds</b>
Housing Assistance	\$ 879,492
Utility Improvements (electric, water, sewer, roads)	\$ 476,236
Public Safety (police, fire, sanitation)	\$ 279,246
Recreation / Cultural	\$ 62,175
Building Improvements (administration, medical)	\$ 71,949
Planning	\$ 163,987
Equipment	\$ <u>75,849</u>
<b>Total</b>	<b>\$ 2,008,934</b>



# UINTAH BASIN REVITALIZATION FUND

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## ***MISSION STATEMENT***

*The Uintah Basin Revitalization Fund assists Duchesne and Uintah counties and the Ute Indian Tribe with infrastructure impacts resulting from the development of oil and natural gas on Ute Tribal lands.*

## ***HIGHLIGHTS***

### **STATUTORY AUTHORITY**

The Uintah Basin Revitalization Fund (UBRF) is a program of the State of Utah authorized in Section 9-10-101, et seq. UBRF provides grants and/or loans to agencies of county or tribal government in the Uintah Basin which are impacted by the development of oil and gas interests held in trust for the Ute Indian Tribe of the Uintah and Ouray Reservation and its members.

### **BOARD MEMBERSHIP**

The UBRF is directed by a five-member board comprised of a governor's designee, a county commissioner from Duchesne and Uintah counties, and two representatives of the Ute Tribe's Business Committee. Administrative and operational support is provided by the Utah Division of Community Development.

### **ELIGIBLE APPLICANTS**

The UBRF board may authorize grants and/or loans to agencies of Duchesne and Uintah counties or the Ute Tribe that are, or may be, socially or economically impacted, directly or indirectly, by development of oil and gas interests held in trust for the Ute Indian Tribe. Formal applications for UBRF grants and loans are submitted by the respective county commissions or the Tribal Business Committee. All decisions of the UBRF Board require four affirmative votes.

### **ELIGIBLE PROJECTS**

- Capital projects, including subsidized and low-income housing, and other one-time need projects and programs.
- Projects and programs associated with the geographic area where oil and gas are produced.

### **PROHIBITED ACTIVITIES**

- Start-up or operational costs of private business ventures.
- General operating budgets of Duchesne and Uintah counties or the Ute Indian Tribe.

## FUND SUMMARY

Revenues: (FY -96 thru FY-01)	\$ 2,607,280
Approved Projects	\$ <u>2,607,280</u>
<b>Remaining Fund Balance</b>	<b>\$ -0-</b>

## APPROVED PROJECTS

<b>Project Category</b>	<b>Approved Funds</b>
Education facilities	\$ 1,564,528
Recreation / cultural	\$ 399,790
Building improvements (administration, medical)	\$ <u>642,962</u>
<b>Total</b>	<b>\$ 2,607,280</b>



## STATE COMMUNITY SERVICES OFFICE

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### ***MISSION STATEMENT***

*The State Community Services Office strengthens communities by reducing poverty and improving the quality of life for low-income Utahns.*

### ***HIGHLIGHTS***

The State Community Services Office provides funding to support efforts to create affordable housing, gives refuge to the homeless and victims of domestic violence, feeds the hungry, and provides payment assistance to those impacted by rising energy costs.

The State Community Services Office is responsible for the administration of the following federal and state programs: Community Services Block Grant (CSBG), Community Food and Nutrition Program (CFNP), Low Income Energy Assistance Program (LIHEAP), Emergency Shelter Grant (ESG), Housing Opportunities for People with Aids (HOPWA), Shelter Plus Care, Critical Needs Housing (CNH), Homeless Trust Fund, and Emergency Food Network (EFN).

### **TRAVELERS AID SOCIETY**

This past year, Travelers Aid Society has placed 170 families, consisting of 326 individuals, into permanent or transitional housing. It is the highest number of housing placements that Travelers Aid Society has accomplished in one year.

*“Holly has been in and out of the homeless shelter four times over the last three years. A single mother of a 10-year old son, Holly resided at the family shelter at Travelers Aid Society in Salt Lake City.”*

*“She struggled with stabilizing her income, keeping her unit clean, and ensuring that her son Devon regularly attended school. Travelers Aid took a chance and placed this family in transitional housing. Although Holly made decisions that jeopardized her housing, the social worker visited two to three times a week.”*

*“After three months of intensive case management, services were gradually reduced to foster Holly’s sense of independence and self-sufficiency. Holly has graduated from the food and nutrition program, works part time at a local grocery store, and will attend Salt Lake Community College. Recently, Holly obtained a subsidized housing voucher through a local housing authority. Holly’s social worker continues to work with her and provide reassurance that Travelers Aid Society will always be available as a support to her.”*

## **BALANCE OF STATE CONTINUUM OF CARE**

The Utah Balance of State Continuum of Care (BSCC) represents significant progress towards Utah's goal of a coordinated, comprehensive and interconnected system of assistance that will enable people who are homeless to achieve self-sufficiency. The BSCC was created in Spring 2000 by the State Homeless Coordinating Committee (SHCC) to assist in the coordination of services and the establishment of a coherent statewide strategy for addressing and preventing homelessness.

## **HOMELESS RESEARCH PROJECT**

The State Homeless Coordinating Committee has developed a two-year project aimed at improving the effectiveness of Utah's collective responses to homelessness. The project will analyze the causes of homelessness in Utah, assess the adequacy and effectiveness of current responses, study best-practice approaches for preventing and addressing homelessness, and recommend an improved statewide Continuum of Care for resolving homelessness in Utah.

## **POINT-IN-TIME AND GAPS ANALYSIS SURVEY**

The State Community Services Office conducts a bi-annual survey of homeless persons occupying shelter beds on a given day. This year the survey was combined with the U.S Department of Housing and Urban Development Continuum of Care Gaps Analysis survey. The program was successful because it standardized and streamlined methods for collecting data on homeless persons being served by agencies throughout Utah.

## **POVERTY IN UTAH**

In 1999, an estimated 167,000, or eight percent, of Utahns lived in poverty compared with 185,000 in 1997.

An estimated 60,500, or eight and a half percent, of Utah's children through age 17 live at or below the Federal Poverty Level (FPL). Approximately 263,000 (37.2 percent) of Utah's children live at or below 200% of the FPL. For a family of three, the FPL is \$13,470. Ten Utah counties have poverty rates above the national average.

As of July 31, 2000, 1,125 of the 1,164 shelter beds available in Utah served homeless individuals and families. Forty-five percent of the people served were men, 21 percent were women, and the remaining one-third were children through age 17.

## **EMERGENCY FOOD NETWORK**

Emergency Food Network funds are distributed by the State Community Services Office to emergency food pantries statewide. The funds assist with the distribution of emergency and supplemental nutrition to impoverished households.

This year, more Utahns received assistance from the Emergency Food Network than in previous years. Each month last year, an average of 22,665 households, or 71,395 individuals received the equivalent of a three-day food box.

*“Hunger exists in Box Elder County. You can’t see it just by looking into the faces of people. You have to peer into their lives and into their pocketbooks. It is estimated that 75 percent of the families needing food are working one or more jobs and earning less than \$15,000 annually. The number of Utahns served doubled in just one year. In 1999, 4,968 people were assisted. This year, 10,440 people were helped; almost half of them were children.”*

*Box Elder Community Pantry*

Emergency Food Network caseload numbers have increased annually. In 2000, there was a 36 percent increase in the number of households seeking help at food pantries around the state. This follows 1999’s annual increase of 31 percent and a 28 percent increase in 1998. The number of households receiving assistance from food pantries more than doubled from 10,678 in September 1997 to 24,269 in September 2000.

There is support within local communities statewide for food pantries. Communities regularly make food and in-kind donations and citizens volunteer at their local emergency food pantry. Food donations to local food pantries were valued at more than \$1.7 million in 1999-2000. Volunteers contributed 35,708 hours of service which equates to a value of more than \$183,000 based on an hourly wage of \$5.15.

*“With the emphasis of welfare reform on work, we are serving more and more families who are actually working but unable to pay their rent and feed their children. Over the past 7 years, Provo Community Action Services has shifted away from being just an emergency food source to becoming a supplemental food source.”*

*Community Action Services, Provo*



# HOMELESS TRUST FUND

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## ***MISSION STATEMENT***

*The Homeless Trust Fund (HTF) encourages Utahns to contribute via their state tax returns. Income from the fund helps communities provide services for residents with permanent housing related necessities.*

## ***HIGHLIGHTS***

Line 27a on the 2000 Utah income tax return allowed residents to contribute whatever dollar amount they choose to help community agencies around the state provide shelter and food for the state's homeless population. The money contributed by taxpayers supplements other public and private funds for those services.



"Governor Mike Leavitt encourages Utahns to contribute to the Homeless Trust Fund via their tax returns."

Since the inception of the Homeless Trust Fund a decade ago, well over \$100,000 has been contributed by Utahns each year to provide much-needed aid to providers of homeless services throughout the state. These services help the homeless with temporary shelter and food and other resources to help them regain self-sufficiency, permanent housing, and a better life.

The Homeless Trust Fund campaign is launched by Governor Mike Leavitt each January to call attention to the importance of helping local agencies help the homeless.



## COMMUNITY SERVICES BLOCK GRANT

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### ***MISSION STATEMENT***

*The Community Services Block Grant (CSBG) provides funding to combat poverty. This network improves the quality of life for thousands of people by providing essential goods and services. CSBG provides employment assistance, educational services, housing and emergency services, and nutrition services.*

### ***HIGHLIGHTS***

The CSBG program is a federal appropriation administered by the State Community Services Office for community action agencies across the state.

There are nine Community Action Programs serving all 29 counties in Utah. Community Action Programs continue to implement the ideals of self-help through innovative, practical, and timely programs and services which emphasize self-sufficiency while addressing the immediate emergency financial needs of low-income people. In addition, Community Action Programs serve as catalysts to coordinate and mobilize resources and encourage other organizations to deliver needed services.

Each Community Action Program has developed and implemented programs that are specifically designed to meet special needs within its communities. They provide a variety of services such as regional food banks and food pantries, outreach services, Home Energy Assistance Target (HEAT) programs, budget counseling, home buyer education, mortgage default counseling, shelter services, eviction prevention, emergency rental assistance, senior-citizen services, and more.

The Community Action Programs provide local leadership and support for effective ways to combat the causes and effects of poverty.

In 1999-2000, 32,985 different households were served by Community Action Programs, consisting of more than half of all people living in poverty in the state. Nearly two-thirds of the households have children.

Community Action Programs are the sole source of assistance for 79 percent of single-parent families needing help in Utah.



## PERMANENT COMMUNITY IMPACT FUND BOARD

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### ***MISSION STATEMENT***

*The Permanent Community Impact Fund Board provides loans and/or grants to state agencies and subdivisions of the state which are or may be socially or economically impacted, directly or indirectly, by mineral resource development and appropriate process.*

### ***HIGHLIGHTS***

A regional animal shelter in Vernal, a new jail in Emery County, a town hall in Mayfield, and the reconstructions of all streets in Moroni. These are just a few of the infrastructure and other improvements in financially-strapped rural communities made possible by the Permanent Community Impact Fund.

The Permanent Community Impact Fund Board approved loans and grants totaling nearly \$32 million for 60 local improvement projects in fiscal year 2001.

These projects range from street, water, and sewer system improvements to the purchase of fire trucks and ambulances in rural cities and towns .

Each improvement made possible with the aid of Community Impact Board funds makes rural communities more attractive places to live and enhances their efforts in attracting economic development.

### **FUNDING SOURCES**

In order to help mitigate local impacts of major energy and mineral development on federal lands, the federal government returns half of the royalty revenues collected to the state of origin. The royalties collected are called mineral lease funds. Because of the extent of federal lands in Utah, these impacts are extensive.

Congress grants state legislatures full discretion in the distribution of mineral lease funds as long as priority is given to subdivisions of the state that are or have been impacted by the development of natural resources. The Utah Legislature distributes federal mineral lease funds as part of the annual budget and appropriation process.



## HOME ENERGY ASSISTANCE TARGET HEAT

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### ***MISSION STATEMENT***

*The Home Energy Assistance Target (HEAT) program provides winter utility assistance to low-income households targeting those who are truly vulnerable, the lowest income households with highest heating cost, the disabled, elderly, and families with preschool-age children. A warm home is as basic to health as good nutrition and medical care.*

### ***HIGHLIGHTS***

Rising energy costs and colder-than-normal weather early last winter led to a record number of Utah residents receiving utility payment financial assistance from the state's federal funded HEAT program.

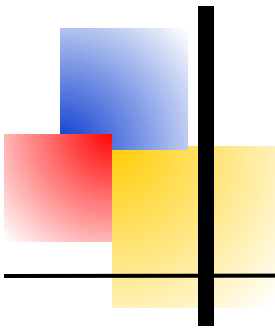
Statistics for the Home Energy Assistance Target program shows that 31,291 households received help paying their utility bills for home heating during the period of July 1, 2000 through June 30, 2001. Assistance was given to 25,698 households the previous year. Applications for assistance submitted November 2000 through March 2001 totaled 32,481, a jump of 5,776 from fiscal year 2000.

Other HEAT statistics for fiscal year 2001:

- HEAT was funded by \$16.6 million from the federal Low Income Home Energy Assistance Program.
- Average household utility assistance payment: \$390 (\$218 the previous year).
- All households receiving aid were at 25 percent above the federal poverty level or lower and/or have income of \$8,000 or less.
- Sixty percent of recipients are on fixed incomes, 40 percent are disabled, 39 percent are the working poor, 25 percent are elderly, and 21 percent are families with preschool-age children in the home.

*"It is with deep gratitude that I thank you for your assistance to me through the HEAT program. I was devastated when Questar increased my household payment \$30 more per month..."*

*An elderly customer of the HEAT program*



# HOUSING OPPORTUNITIES FOR PERSONS WITH AIDS HOPWA

## MISSION STATEMENT

*The state's Housing Opportunities for Persons with Aids (HOPWA) program is coordinated through the State HIV/AIDS Housing Steering Committee, which is a statewide body of housing advocates, providers, and consumers, to facilitate the creation and maintenance of affordable quality housing opportunities for people living with HIV/AIDS.*

## HIGHLIGHTS

HOPWA is funded through the U.S. Department of Housing and Urban Development. It is a program to help homelessness among people with the Acquired Immune Deficiency Syndrome (AIDS). Utah received \$387,000 during fiscal year 2001.

HOPWA contracts are in place with the Salt Lake Community Action Program to provide short-term rental, emergency assistance, and homeless prevention programs. Salt Lake CAP also provides housing information services, referrals, and placement. Contracts are also in effect with the housing authorities of Salt Lake City, Salt Lake County, and Utah County for long-term rental assistance for up to two years for as many as 35 people with AIDS who apply for Section 8 vouchers or public housing. Catholic Community Services of Ogden provides short-term rental and emergency assistance for northern Utah while Iron County Care and Share in Cedar City and the St. George Housing Authority provide long-term rental and emergency assistance for people with AIDS in those areas of the state.

During fiscal year 2001, Salt Lake CAP provided emergency and short-term rental assistance to 138 people with AIDS; many return for additional help. Thirty-five households with people with AIDS enrolled in the long-term rental assistance program with local housing authorities. The following is a list of additional agencies, as well as the number of AIDS individuals or households they served through short-term rental assistance or other means of help:

Housing Authority of Utah County	1
St. George Housing Authority	4
Housing Authority of Salt Lake County	14
Housing Authority of Salt Lake City	20
Catholic Community Services	29

HOPWA has also updated the State HIV/AIDS Housing Plan during fiscal year 2001 with the assistance of AIDS Housing of Washington. The plan will also be used in conjunction with the Salt Lake City Housing and Neighborhood Division's (HAND) HOPWA program. Beginning in fiscal year 2002, HAND will be the major HOPWA grantee and will distribute HOPWA funds for Salt Lake, Davis, and Weber counties.



## OFFICE OF MUSEUM SERVICES

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### ***MISSION STATEMENT***

*The Utah Office of Museum Services (OMS) promotes museums and the essential role they play in the state as sources of community pride, centers of public education, and institutions that encourage economic development and tourism. OMS helps Utah museums improve their ability to care for and manage collections, develop quality educational resources, provide access to collections for research, and identify and successfully compete for financial resources.*

### ***HIGHLIGHTS***

- The Utah Legislature appropriated \$1 million in one-time funding to OMS for museum grants thanks to the efforts of Rep. Wayne Harper, who sponsored the appropriation bill.
- OMS and the Utah Museums Association sponsored the first celebration of Utah museums as part of *Utah Museum Day* on January 25, 2001, at the State Capitol. Forty-one museums participated and displayed a variety of objects from their collections.

### **ACCOMPLISHMENTS**

- OMS joined with the Utah Humanities Council and other committee members around the state to sponsor *Yesterday's Tomorrows*, a traveling exhibition of the Smithsonian Institution's Museum on Main Street initiative. The exhibit examines how Americans of the past 100 years imagined their future. The exhibition was shown at five locations: Brigham City Museum-Gallery, Peteetneet Academy in Payson, Hyrum City Museum, Washington City Historical Society, and the University of Utah Graduate School of Architecture.
- OMS presented a workshop on State Performance Goals at the Utah Museums Association annual meeting. Museum experts discussed on-site visits to evaluate a museum's strengths.



Pre-Historic Museum. Collage of Eastern Utah in Price.



## OFFICE OF ASIAN AFFAIRS

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### ***MISSION STATEMENT***

*The Office of Asian Affairs, in conjunction with the Asian-American Advisory Council, works closely with state agencies on their responsiveness to the needs of Asian-Americans and sets goals and policies which provide a higher quality of life for Asian Americans in vital areas such as economic opportunities, community development, health, education, civil rights, and criminal justice.*

### ***HIGHLIGHTS***

- Asian-American Advisory Council and Asian community leaders worked to identify issues and concerns in the Asian community.
- Completed and distributed the 2000 Asian-American Resource Directory with over 200 community groups listed.
- Assisted in the organization of ten Census 2000 project meetings in the Asian-American communities.
- Worked with the Departments of Health, Corrections, Workforce Services, Human Services, Public Safety, and the U.S. Small Business Administration to better serve the Asian population.
- Participated in speaking engagements statewide to raise public awareness of Asian American contributions to the state.
- Worked jointly with Asian-American business owners and the Small Business Administration to promote ethnic business opportunities.
- Participated in several public panel discussions on issues which impact Utah's Asian-American population, such as hate crimes, refugees, and education.
- Organized the fourth annual Asian American Achievement Awards banquet, which focused on academic excellence among Asian-American students.

Today's Asian-American community in Utah is extremely heterogeneous. It is comprised of many ethnicities: refugees from Cambodia, Laos, and Vietnam; new immigrants from China, India, Korea, the Philippines, Tibet, Thailand; and the Japanese and Chinese residents whose families have been in Utah for generations.

The number of Asian Americans in Utah is approximately 55,000 individuals. Among these numbers, 30 percent are American born and 70 percent are foreign-born immigrants. From the building of the railroads to the development of high technology, Asian Americans have left their imprint on our state. There can be no question that the story of Utah is the story of pioneers and new Americans.



## OFFICE OF BLACK AFFAIRS

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### ***MISSION STATEMENT***

*The Office of Black Affairs assists in creating a better quality of life for Utah's African-American community and heightens awareness and fosters cooperation between the state's black community and state agencies.*

### ***HIGHLIGHTS***

Fiscal year 2001 was one of transition for the Office of Black Affairs. Montone White joined the office as director in spring 2001. Utah's African-American population is located primarily along the Wasatch Front. Although it numbers fewer than 20,000, Utah had the fifth fastest-growing African-American population among all the states, according to the 2000 Census.

Activities during fiscal year 2001 included:

- The Office of Black Affairs worked with the late Sen. Pete Suazo on the impact that legislative re-districting would have on the African-American community.
- Helped organize and conduct a public hearing and meeting on the issue of hate crimes.
- Gave presentation to elementary school students on Dr. Martin Luther King Jr.'s principles of non-violence, and another presentation at a youth correction conference.
- Provided support for the annual June tenth festivals in Salt Lake City and Ogden.



## OFFICE OF HISPANIC AFFAIRS

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### ***MISSION STATEMENT***

*The Office of Hispanic Affairs advises the governor on issues that impact the Hispanic community. To accomplish this mission, the office assesses the responsiveness of state government to the needs of Utah's Hispanic residents.*

### ***HIGHLIGHTS***

The 2000 Census shows the Hispanic community is one of the fastest growing ethnic groups in Utah, experiencing a 130 percent increase from 1990 to 2000. Today there are more than 201,000 Hispanic people living in Utah, approximately 9 percent of the state's population.

The Utah Office of Hispanic Affairs has encouraged state agencies to provide a high level of responsiveness to the needs of Hispanics. The office subsequently assesses that level of response. In fiscal year 2001, the Office of Hispanic Affairs has been involved in the following community efforts to help Hispanic residents share and contribute to the economic, educational, and social growth and well-being of Utah:

- First Joint Ethnic Economic Conference was held in Salt Lake City to promote business development. Participants totaled 450. Gov. Mike Leavitt awarded the ethnic business-of-the-year award.
- A Hispanic Economic Summit with workshops on starting new businesses and accessing related resources. Several financial institutions participated, and over 80 people attended.
- The Pay Equity Conference planning committee of the Governor's Commission for Women and Families.
- Outreach efforts, in conjunction with the Salt Lake City/County Health Department, to conduct the department's first child restraint and highway safety seminar. One hundred attendees had the opportunity for "hands-on" training on the proper usage of seat belts and child-restraint car seats as well as bicycle safety. Partners included the Salt Lake City Police Department and Mayor's Office, Utah Department of Public Safety, and the Mexican Consulate.
- Several town meetings with the Hispanic community to address immigration, wage-labor, civil responsibilities, and law enforcement procedures. Attendance ranged from 500 to 1,200 people.

In addition, the Office of Hispanic Affairs offered support, coordination, and/or direction for the following:

- Data statistics bill that would standardize a statewide system to collect and address the issue of racial profiling from driver licenses.

- Partnerships with American Express Centurion Bank and Zions Bank to conduct personal and small business development financial workshops along the Wasatch Front for the Hispanic community. Attendance ranged from 90 to 150.
- Cultural Integration Symposium for employers in May 2000. Targeted audience was 200 employers who employ a diverse labor force.
- One thousand telephone calls regarding job discrimination, wage claim, fair housing, consumer protection, fraud, domestic violence, child abuse, law enforcement complaints, access to state services, equal education issues, health access, and mediation between constituents and state agencies.
- Public meetings were held in Orem, Price, Ogden, and Moab to address the needs of the Hispanic community. Local leaders established communication links with the Hispanic community, through recognizing their contributions and establishing programs in the areas of education, employee support groups, and state employment opportunities.
- The Office also participated on the following advisory boards; Coalition for Utah's Future, Micro-Loan Fund, Zion's Diversity Advisory Committee, Racial and Ethnic Task Force, POST Council, Wasatch Youth Advisory Board, Police Corp Advisory Council, and Family Support Centers.



## OFFICE OF PACIFIC ISLANDER AFFAIRS

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### ***MISSION STATEMENT***

*The Office of Pacific Islander Affairs is charged with keeping the governor and state government aware of issues that impact Polynesian and Pacific Islanders in Utah. Efforts shall continue to assist Pacific Islanders to acculturate and be aware of available opportunities, therefore improving their quality of life.*

### ***HIGHLIGHTS***

History was made in 2001 as Governor Mike Leavitt became the first governor in the United States to visit the Kingdom of Tonga and the Independent State of Samoa. He also visited the governor of American Samoa during the same trip. Highlights of Gov. Leavitt's trip were an audience with His Majesty King Taufaahau Tupou IV of Tonga, a meeting with the prime minister of Tonga, His Royal Highness Prince `Ulukalala Lavaka Ata, and also a meeting with the Prime Minister of Samoa, the Honorable Tuilaepa Sailele. Gov. Leavitt gained a better understanding and appreciation of Samoan and Tongan nationals who make up the majority of the fast-growing Pacific Islander community in Utah.

- **Joint Ethnic Work Plan (2000-2001):** The office continued to work collaboratively with the directors of the Offices of Asian, Black, and Hispanic Affairs on issues of criminal justice, economic opportunities, education, and health. The report on the findings of the Task Force on Racial and Ethnic Fairness in the Legal System was released. The first Joint Ethnic Business Summit was held in Salt Lake City, co-sponsored by the state Ethnic Affairs offices and the U.S. Small Business Administration.
- **Fifth Annual Pacific Islander Young Achievers Awards:** Two **GIFT** (Governor's Initiative on Families Today) conferences were held during the fiscal year to honor Pacific Islander students who achieved academically in the public schools. State Farm Insurance came on board this year with \$5,000 in scholarship money as an incentive to Pacific Islander high school and junior high school students with grade-point averages of 3.5 or higher.
- **Project Manna:** In collaboration with Community Connection Services, the Office of Pacific Islander Affairs applied for and was awarded a Title II Federal Grant from CCJJ for intensive in-home services using culturally sensitive models of intervention to reduce criminal behavior among Pacific Islander youth. During the fiscal year, Community Connection Services conducted classes for 46 Pacific Islander youths. Seventy parents were also referred to and enrolled in parenting classes. Youths and families completing the programs have stayed out of the criminal justice system.
- **Pacific Islander Cancer Control Network:** The Office of Pacific Islander Affairs subcontracted with the University of California, Irvine on a federal grant from the National Cancer Institute to conduct educational outreaches on cancer for Chamorros (Guamanians), Samoans, and Tongans. Utah efforts are concentrated on the Tongan population. Educational outreaches through church groups are underway. Women are being signed up for breast and cervical cancer screening. Men are encouraged to undergo screening for prostate cancer.

- **4<sup>th</sup> Annual Pacific Islander Allstate Banquet:** The fourth annual All State Banquet to honor outstanding Pacific Islander high-school athletes was attended by more than 200 students, parents, coaches, and community leaders. Nearly four dozen Pacific Islander prep athletes were recognized for all-state honors in football, basketball, volleyball and wrestling.
- **US Census Bureau Racial Ethnic Advisory Council:** Outreach efforts in Utah's Pacific Islander community helped generate a more accurate count of residents for the 2000 Census. Some 9,000 Tongans, 4,523 Samoans, and 1,251 native Hawaiians comprise all but a few hundred of the total Pacific Islander population of 15,145 in Utah. By percentage increase, Pacific Islanders are the fastest-growing population sector in the state.
- **Community boards, commissions, and committees:** The director of the Office of Pacific Islander Affairs serves on a number of committees ranging from the Aging and Adult Services Advisory Council, the Coalition of Utah Families, to the Utah Ethnic Health Advisory Committee. Service on such panels enables the office to keep tabs on key issues impacting the Pacific Islander community and provide input on those issues.
- **Referral Service and Community Resource:** The office responded to more than 1,817 telephone calls, letters and visits from Pacific Islanders living in Utah and from other citizens concerned about Pacific Islander issues. Those issues included immigration, racial profiling, discrimination, education, job equity, health care, Pacific Island cultures, customs, and traditions.
- **Community Events and Festivals:** The office and the Pacific Islander community continue to be very proactive in organizing festivals. Among these were Samoan Heritage Week, Polynesian Manna Festival, Friendly Island Festival, Tongan Christmas Choral Festival at the Capitol Rotunda, and the Polynesian Pioneer Rugby Tournament.



## MARTIN LUTHER KING COMMISSION

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### ***MISSION STATEMENT***

*The Utah Martin Luther King Jr. Human Rights Commission works to promote education and awareness throughout Utah of the principles of nonviolence and respect of human rights for everyone. The commission also encourages and coordinates ceremonies and activities in Utah for the national Martin Luther King Jr. holiday, which is observed the third Monday in January.*

### ***HIGHLIGHTS***

- Former state senator Terry Williams spoke at the annual Martin Luther King Jr. holiday luncheon in January 2001. He retraced the formation of the commission.
- The commission acquired and arranged for the display of Martin Luther King Jr. holiday banners in several communities around the state.
- The commission co-sponsored a diversity conference at Weber State University and hosted a reception and appearance by Martin Luther King III.
- The commission organized an Adopt-a-School program whereby the commission provides materials and information to a particular school about diversity and the principles of Dr. King. Lincoln Elementary School in Farmington was chosen as the commission's Adopt-a-School during fiscal year 2001.
- Commission members spoke to students at six schools during 2001.
- The commission formed an 18-member speaker's bureau available to speak at functions throughout the state.
- Designed and published an informational brochure about the commission and a speaker's bureau brochure.
- The commission's education committee sponsored a booth at the Utah Education Association annual conference.
- Two commission newsletters were published to inform interested citizens of the commission's activities and events.

"A day on.....not a day off." This was the theme of the Martin Luther King Jr. holiday celebration in Utah in January 2001. The Utah Martin Luther King Jr. Human Rights Commission emphasized that the holiday is a time to remember, not relax; for there is much work to do to clearly convey the message that all Utahns deserve to be treated with dignity and respect.



## PIONEER COMMUNITIES/MAIN ST.

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### ***MISSION STATEMENT***

*The Utah Pioneer Communities/Main Street Program provides superior, cost-effective professional training and consulting services in economic development, streetscape design, architecture, marketing, and organizational development to teach business owners, civic leaders, and community-minded residents how to enhance downtown's appearance, strengthen its business environment, instill community pride, and market it to customers and visitors.*

### ***HIGHLIGHTS***

During fiscal year 2001, the city of Richfield joined the Utah Pioneer Communities/Main Street Program as its seventh partner community. With the help of the Main Street Program, businesses and citizens in Richfield have launched efforts to revitalize and upgrade the appearance of the city's downtown business district with the aim of creating a better local economic climate.

- In addition to Richfield, the Main Street Program continues to provide assistance to partner communities in American Fork, Helper, Mt. Pleasant, Panguitch, Payson, and Roosevelt.
- Assistance was provided to building better downtowns in an additional 13 communities.
- Rehabilitation grants were awarded to 18 projects in nine communities.
- An analysis of Main Street Rehabilitation Grants Program shows that for every dollar invested in a project, the community sees an additional \$18 in ancillary economic activity.
- Services provided include organizational development, marketing, market analysis, business development, architectural assistance, physical development planning, project or topic-specific information.



## DIVISION OF FINE ART

BONNIE STEPHENS, DIRECTOR

[HTTP://WWW.ARTS.UTAH.GOV/](http://www.arts.utah.gov/)

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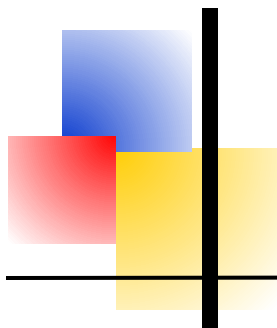


The year 2001 was one of planning, preparation and implementation.

We participated in an economic impact study conducted by the Western States Arts Federation of Utah's cultural sector, which shows that cultural activities measurably elevate the state's economy. The executive summary of this study was published in fiscal year 2001.

Our strategic planning process involved constituents, Board and staff. We identified areas to guide the Utah Arts Council's future efforts to meet needs identified by our constituency. While our Grants Program serves only to the level of available funds, our Community Arts Outreach programs do just that: they reach out to the community. We serve electronically and by face-to-face meetings in all areas of our state. Our Grants and Outreach programs have used technology to develop more streamlined, on-line application processes. Our staff has become not just administrators, but the means for delivering the project. The Utah Arts Council's staff and Board give much more than 100 percent. They bring their passion and dedication and, most importantly, the knowledge that art changes individuals and communities for the better.

***Bonnie Stephens,  
Director***



## UTAH ARTS COUNCIL

### **MISSION STATEMENT**

*Believing that the arts are essential to a high quality of life, the Utah Arts Council serves all the people of the state as it fosters creativity, promotes excellence, and encourages diversity in the arts in Utah. In response to the legislative mandate of 1899 "to advance the arts in all their phases," the Utah Arts Council broadens the availability and increases the appreciation of the arts by securing and distributing funds, providing training and development, and providing educational programs in the arts statewide.*

*[The Utah Arts Council fosters creativity, promotes excellence, and encourages diversity in the arts in Utah. Through its extensive outreach programs, the Council broadens the availability and increases the appreciation of the arts in Utah's rural, urban and suburban areas, including all of Utah's diverse communities and ethnicity.]*

*"The vocation of Arts Administration is to listen to the places we live, and to help our places speak in the first person, joining our own voices to the voices we enable."*

*—Kim Stafford*

### **HIGHLIGHTS**

#### **ARTS EDUCATION**

The Arts Education Program provides grants to schools and non-profit organizations for residencies and arts education projects. The Program also provides technical assistance in areas such as arts education planning and implementation; grant writing; and arts learning and development. In addition, conferences and workshops are offered to educators and artists in all 29 counties in Utah. Regional workshops are offered to all of the state's 40 school districts through partnerships with the Utah State Office of Education, Utah PTA, Utah Arts Education Association, Utah Dance Education Organization, and Utah Music Educators Association. The Program's outreach expenditures in fiscal 2001 totaled \$296,915.

#### **COMMUNITY/STATE PARTNERSHIP**

The Community/State Partnership Program provides technical assistance to community arts organizations through workshops, leadership training, retreats and nonprofit education. The Utah Performing Arts Tour offers nonprofit organizations throughout the state the finest local, regional, and national artists and companies at affordable prices. In fiscal year 2001, the program subsidized performances in 50 Utah communities reaching audiences of over 30,000 citizens. These performances included an artist outreach residency that educated over 7,600 students within those communities. In addition, the CSP program provided technical training or educational opportunities to 260 arts or cultural organizations statewide.

## **FOLK ARTS**

The Folk Arts Program documents the state's traditional arts; produces educational products, festivals, and concerts; and administers grants to encourage the perpetuation of traditional skills and artistry. In fiscal year 2001, the Folk Arts Program published recordings, written materials and sheet music featuring Utah's old-time social dance; documented artistry among the Southern Paiutes; and administered 23 grants to folk and ethnic artists and organizations. Fiscal year 2001 also saw the completion of the renovation of the Chase Home Museum of Utah Folk Arts, funded in partnership by the State, Salt Lake City, and the Church of Jesus Christ of Latter-day Saints. Over 100 craftspeople and performers were featured at the re-opening celebration and exhibition. These and other projects annually reach over 3,000 artists and approximately 200,000 audience members.

## **INDIVIDUAL ARTIST SERVICES**

Individual Artist Services provides financial assistance and recognition to Utah artists. In fiscal year 2001, 156 artists submitted applications for Artist Grants, requesting \$171,267. 22 artists were awarded up to \$1,200 for a total of \$24,070 in Artist Grants. Over 1700 artists received *ArtOps*, a quarterly opportunities newsletter. Several hundred artists visited the Artist Resource Center (ARC). The ARC held ten workshops for artists, which 213 individuals attended.

## **LITERATURE**

The Literature Program assists and encourages Utah writers throughout the state. The program works in partnership with schools, colleges, universities, libraries, publishers, media, bookstores, and literature presenters. It also involves readings, residencies, and other outreach activities in individual communities. The program also sponsors an annual writing competition involving approximately 300 Utah writers annually, with a \$5,000 publication prize awarded. Overall, the Literature Program spent nearly \$38,000 in outreach funds in fiscal year 2001.

## **PUBLIC ART**

The Public Art Program places site-specific artwork in and around public spaces of state facilities to enhance those environments and help build healthy and beautiful communities in Utah. The program also aids in building a quality public art collection for the citizens of Utah by accepting proposals for public art commissions from artists in Utah and all over the United States. The Utah State Legislature did not approve funding for any new public art projects for the 2001-2002 fiscal year. However, during fiscal year 2001, \$312,097 was spent on commissions and \$2,510 on maintenance of public art in Utah on projects approved prior to the funding stop.

In 2001, the Public Arts Program has coordinated or will coordinate projects at:

- Utah State University, Logan
- University of Utah, Salt Lake City
- Ogden-Weber Applied Technology Center, Ogden
- Bridgerland Applied Technology Center, Logan
- Southern Utah University, Cedar City
- Utah Deaf and Hard of Hearing Center, Taylorsville

## **TRAVELING EXHIBITIONS**

The Traveling Exhibitions Program (TEP) is a collaborative partnership with museums, colleges,

university and community galleries, arts and cultural centers, libraries and schools. In fiscal year 2001, TEP brought 22 exhibits to more than 100 different institutions throughout the state, including schools, community centers, libraries, colleges, and museums.

## **VISUAL ARTS**

The Visual Arts Program preserves and promotes Utah's artistic heritage through the collection, documentation, and exhibition of the Utah State Fine Arts Collection as well as through administration of arts competitions, exhibitions, and fellowships. The program offers artists information and tools to assist them in developing their careers. During fiscal year 2001, the Visual Arts Program awarded two \$5,000 fellowships to two Utah artists. The statewide annual competition and exhibition awarded three crafts artists and three photographers \$500 each. The Traveling Exhibitions and Visual Arts Programs together expended \$76,590 during fiscal year 2001 for outreach programs.

## **GRANTS**

The Grants Program supports arts projects of nonprofit organizations throughout Utah. In fiscal year 2001, \$1,208,175 in grants was awarded to 205 nonprofit organizations in 48 communities statewide. Attendance figures reported by grantee organizations amount to over 5 million people annually.



## DIVISION OF STATE HISTORY

MAX J. EVANS, DIRECTOR  
[HTTP://WWW.HISTORY.UTAH.GOV/](http://www.history.utah.gov/)

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What a wonderful job I have! Utahns love their history, and I get to be the director of the agency designated by the legislature as Utah's "authority for history." The Division of State History has a talented, hard-working, and dedicated staff. I'm fortunate to call them my colleagues and friends.

During the past year we have tried to continue to deliver the high level of service that you, the people of Utah, deserve and expect. We provide help, technical assistance, and grants to many organizations, including heritage areas; cities, towns, and counties; local historical societies, archaeological societies, and preservation organizations; developers; state and federal agencies; and others. We also serve individuals, including members of the historical society, who receive our publications; bookstore customers; owners of historical properties; researchers; students; and visitors to our exhibits.

We never forget that you, our customers, are our reason for being. We have other customers, some not yet born: my grandchildren and yours. For them we are creating a legacy as we find and preserve evidences of their past (which includes our own present). Collections of documents and artifacts, historic and prehistoric buildings and sites—they all are part of this legacy. While we look to the past, our role is to look to the future also.

We know that historical resources of all kinds are the foundation for the study, understanding, interpretation, and enjoyment of Utah's unique historical story. We acknowledge that heritage education makes better citizens, better neighbors, and better decision makers. We believe that working together as partners and within various networks is more effective and efficient than working alone. We believe that heritage programs must have the support of the public to be effective. Finally, we affirm that an understanding of the past influences public policy. These assertions, taken from our draft strategic plan, guide us as we do our work.

Utahns love their history, and I know I speak for the entire staff when I say it is our pleasure to help you, our fellow citizens, discover it, understand it, and enjoy it.

***Max J. Evans,***  
***Director***



# UTAH STATE HISTORICAL SOCIETY

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## ***MISSION STATEMENT***

*Our purpose is preserving and sharing Utah's past for the present and the future.*

## ***HIGHLIGHTS***

### **RESEARCH ASSISTANCE**

- The USHS responds to nearly 10,000 students from around the country with requests for Utah history. Because of the increased student and teacher interest in student information, we created a new kids site: <http://utahhistoryforkids.org>. We had this comment from student's parent:

*Dear State Historical Society:*

*"Thank you for sending my son ... material about your state. The day we received your information we had to stop what we were learning and read about your state. To get that kind of interest from him was great."*

- The History Information Center provided reference services to 8,186 researchers, assisting them with research from family history to scholarly publications.
- Visitors at the exhibit, Utah at the Crossroads: 26,537
- School tours: 39 (9,954 students)
- Students from Outreach: 1,530

### **PUBLIC EVENTS**

- The USHS offers a monthly Brown Bag Lecture series, cosponsored with Utah State Archives, entitled "How Politics Shaped Utah's History: Voices of the 20th Century." The lectures are held at the White Chapel. There was a great deal of interest in this year's topic. Attendance is 30 – 50 people from varying communities.
- The Historical Society holds an annual meeting where scholars report on their work, and an annual statehood day. Statehood Day 2001 was held in Kanab and was very successful.



Alf's High Rustler

Clyde Anderson

Norwegian Alf Engen founded Alta in 1938. His namesake, Alf's High Rustler, became the world's top 10 ski runs after the installation of a chair lift.

- We began a Vintage Film Brown Bag Series. We recently restored several vintage films in our collection and have them in video form. Restoration was made possible by a grant from the National Film Preservation Foundation. Films were shown on the second Wednesday of each month at noon in Rio Grande Depot. The first film required a second showing because of the public interest. Attendance is 30-100 people.

## COMMUNITY PARTNERSHIPS

- Working with representatives of many other history organizations in the state, we prepared a strategic plan for Utah's History. It will guide us as we work together to achieve our mutual goals.
- The Office of Preservation continues its partnerships with Certified Local Governments, statewide archaeological societies and heritage areas.
- The Division of State History, in partnership with the Department of Community and Economic Development, through the organization of the Community Cultural Heritage Coordinating Council (CCHCC), and with financial assistance from the Utah State Legislature, has provided funding grants and technical assistance to six Heritage Areas and Corridors; the Four Corners Heritage Council, the San Rafael Swell Western Legacy District, Heritage Highway 89, the Great Basin Heritage Area, the Bear River Heritage Area, and the Uinta Headwaters Heritage Area. These combined Heritage Areas were provided grants of over \$220,000 from both state and federal sources to assist in the development of heritage areas and corridors, which have as their core values economic development and quality of life preservation. This initiative was part of an on-going and long-term effort in heritage tourism, heritage economic development and quality of life preservation.
- Due to an increase in our federal appropriations we have been able to provide funding to Utah Statewide Archaeological Society chapters. Some six chapters will receive funding in this first year, accounting for over \$17,000 to be matched by over \$17,000 at the local level. These chapters assist in identification, documentation and preservation of important archaeological resources. With the assistance of dozens of volunteers, along with professional advisors, this new initiative will provide the beginning mechanism to help local archaeological society chapters become better institutionalized and more focused in their efforts.
- The USHS has 180 affiliates including Utah Statewide Archaeology Society chapters, Certified Local Governments, and local Historical Societies. The Affiliates program is open to organizations that share a common purpose with the Historical Society: to preserve and promote the history of Utah, its communities, cities, counties, and regions. Affiliates receive the Utah State Historical Society *Newsletter*, are invited to workshops and other events, and are encouraged to publish notice of their activities in the Society's *Newsletter*. The Historical Society will host web pages for interested affiliates. We encourage affiliates to join the Historical Society as institutional members and we offer joint membership arrangements to affiliate members.
- The Division received a \$75,180 grant from the National Historical Publications and Records Commission, a federal agency within the National Archives, to help establish six regional historical repositories in the state. The grant helps to support a major initiative of the Division to help insure the preservation and use of historical records in the localities where they are created. The repositories will be staffed and open regular hours. They will provide a place for individuals, families, businesses, and organizations to deposit photographs, documents, records, and other materials of historical value. The grant will also facilitate the training of regional archivists. The staff has arranged with the Western Archives Institute in California to host a two-week training program in Salt Lake.

- City during the fall of 2001. Division of State History staff have been working with groups in San Juan County, Grand County, Emery County, Iron County, Washington County, Uintah County and Morgan County during the initial phase of the regional historical repository program.
- The USHS provided \$40,000 in grants to local history organizations throughout the state.
- In partnership with the Bureau of Land Management, the Forest Service, the National Park Service, State and Institutional Trust Lands, the Department of Transportation, and other state and federal agencies, the Division of State History has taken the lead in developing a cooperative database on archaeological sites in full partnership with the Automated Geographic Reference Center office (AGRC) to ensure that archaeological data is readily available to assist in cultural resource management questions and research inquiries, which are a mandated part of federal license, permits and federal land use undertaking. This coordinated Geographic Information System (GIS) database will expedite the time necessary for some seventy plus private consultants to quickly identify the presence or absence of archaeological resources.

### **CONSERVATION AND REINVESTMENT ACT (CARA)**

The division has taken an active role in moving this legislation through Congress. CARA will provide significant new funding for Certified Local Governments, Utah Statewide Archaeological Society, and Heritage Areas/Corridors. In addition, it will provide more “bricks and mortar” money for Utah main streets and communities. The legislation has passed House and Senate subcommittees. It is now awaiting a Senate vote and presidential signature.

### **WEB SITE**

The Historical Society continues to expand its Web site, <http://history.utah.org>. It added two new web sites this year: <http://utahhistoryforkids.org> and <http://utahhistorytogo.org>. The later site is filled with essays and articles on Utah history. It is easy to access and navigate by the public and media and contains a special emphasis on the up-coming 2002 Olympic Winter Games in Salt Lake City.

### **UTAH PRESERVATION MAGAZINE**

A private-sector partner helped produce this new magazine. It handles advertising and production, and the division's Preservation Office provides content. This innovative partnership makes wide distribution of historic preservation information possible at a low cost to the state. Volume 5 was published in May 2001.

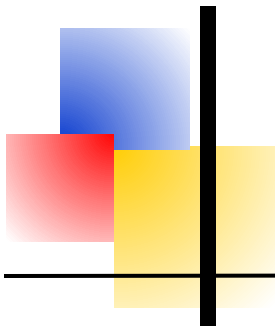
### **STATE TAX CREDITS**

Since 1995, the division has successfully managed the state's investment tax credits for historic residential (owner-occupied and rental) properties. In calendar year 2000, the tax credit was used to renovate 49 properties. From January through June 2001, applications had been received or approved for an additional 69 properties. The credit consists of non-refundable state income tax credits for the rehabilitation of historic residences. Twenty percent of all qualified rehabilitation costs may be deducted from Utah income or corporate franchise taxes. These credits coupled with already-existing federal credits have been an important economic development tool.

## COLLECTIONS

- The Division received a grant from the National Endowment for the Humanities to digitize (scan) part of the Shipler Commercial Photographers Collection of glass plate negatives. When completed, nearly 10,000 images, now available only on fragile glass plate negatives, will be accessible to the public on the Internet.
- The USHS continues to operate the Southern Utah Oral History project, collecting oral histories from residents of the area now a part of the Grand Staircase Escalante National Monument. During the past year, the Division of State History worked to establish a Utah Oral History Consortium. The Consortium is open to membership for all individuals and organizations involved in the collecting and preservation of audio and video taped history interviews. Major activities of the Consortium, in addition to its semi-annual meetings include the development of a state oral history web site, work on a directory of oral history groups and organizations, and work on plans for an on-line index or catalog of all oral history interviews available within the state.
- The Division acquired a major artifact and a significant part of U.S. history. The Russian-built and operated data collection center, used by the Soviets and then the Russians since 1988 at the Hercules (now Aliant Tech) plant in Magna, was donated to the Historical Society and moved to the grounds of the Rio Grande Depot. It will some day become the centerpiece of a major exhibit on the Cold War.

*Utahns love their history. They spend thousands of hours reading state and local history, searching for ancestors, researching community history, collecting artifacts, and restoring historic buildings. The Division of State History, founded over 100 years ago as the Utah State Historical Society, is the state "authority of history." The division helps citizens understand, appreciate, and preserve Utah's unique story through its many programs.*



## DIVISION OF INDIAN AFFAIRS

FORREST CUCH, DIRECTOR

[HTTP://WWW.DCED.UTAH.GOV/INDIAN/](http://www.dced.utah.gov/indian/)



### ***MISSION STATEMENT***

*It is the purpose of the Division to develop programs that will allow Indian citizens an opportunity to share in the progress of Utah, promote an atmosphere in which Indian citizens are provided alternatives so that they may choose for themselves the kinds of lives they will live, both socially and economically, and promote programs to help the tribes and Indian communities find and implement solutions to their community problems.*

### ***HIGHLIGHTS***

- **American Indian Economic Development Summit:** This year, the UDIA sponsored two-day economic development summit was held October 17-18, 2001 in Cedar City, Utah. 110 tribal leaders, state personnel, and private business leaders attended the fourth-annual summit. This conference continues to receive high regard from conference participants.
- **Institute of Museums and Library Services Program (IMLS):** This project encourages the development of museums, libraries, and information services within Utah's eight Indian tribes. It is a collaborative effort of five western states and the Utah State Library Division, Utah State Historical Society, Office of Museum Services, Utah Museum of Natural History, and the University of Utah Marriott Library. This past year, the Division assisted six tribes in applying for basic grants under the IMSL Project under the U.S. Park Service. These efforts will lead to improved economic development opportunities for the tribes.
- **Utah Indian Tribes History Book:** 4,000 copies of the book were printed and delivered October 31, 2000. UDIA arranged for an author's book-signing ceremony conducted in March 2001. The book has been distributed to all but two Utah school districts statewide.
- **Honoring Our Youth Indian G.I.F.T. (Governor's Initiative on Families Today) Conference:** More than 600 youths and their parents attended the conference April 7, 2001 at the South Jordan High School. Nearly half of those young people received awards from Governor Leavitt.
- **Intergovernmental Relations :** UDIA continues to facilitate a positive relationship and dialogue among Utah Tribal leaders, the Governor's Office, and the State of Utah through its annual meeting with the governor and caucus with the Legislature held in February 21, 2001.
- **Indian Education:** An Indian Education Strategic Plan was prepared and submitted August 2000. Two meetings with State Superintendent and Governor's Deputy for Education were conducted. A federal funding source for American Indian student data was identified and an application prepared and submitted for funding consideration.

- **Financing for Indian Tribes:** As we examine existing barriers and increase access to credit and capital development for Utah Tribes and their members on reservation lands, UDIA continues to participate in Sovereign Lending workshops held throughout the year and is a member of the Federal Reserve Bank of San Francisco Sovereign Lending Task Force.

## PARTNERSHIPS

- Salt Lake Organizing Committee related to working with Indian tribes, the Native American 2002 Foundation, and Utah American Indian participation in the 2002 Olympic Winter Games.
- Assisted Utah Museum of Natural History in applying for a Native American Grave Protection and Repatriation Act grant from the National Park Service to fund a project coordinator to resolve state and federal NAGPRA issues. The Coordinator was appointed to the position in May 2001.
- Utah Tribes for sponsorship of a successful reception at the Sundance Resort January 19, 2001 for American film producers, directors, and actors.

## ACCOMPLISHMENTS

The citizens of Utah, especially the students throughout the state's school system, will have a better understanding of the history of Utah's first Americans, thanks to the efforts of the Utah Division of Indian Affairs (UDIA) in partnership with the Utah Historical Society, Division of History. This past October 2001 witnessed the publication of the book entitled, *A History of Utah's American Indians*. This ambitious project was initiated in 1993 in preparation for the Utah Statehood Centennial in 1996 and the sesquicentennial of Utah Settlement in 1997, under the direction of former director, Wil Numkena.

## LEGISLATIVE INITIATIVES

- *H.B. 8 House Resolution Recommending Support of Red Mesa Health Center (Young, M.)*
- *H.B. 75 Navajo Revitalization Fund Amendments (Buffmire, J.):* Clarifies what is an eligible entity under the fund, who can provide matching monies or services, and the purpose of the fund.
- *H.B. 127 Individual Income Tax Deduction for Net Capital Gain (Ferrin, J.).*
- *S.B. 22 Navajo Nation – Motor and Special Fuel Taxes (Dimitrich, M.):* A reduction of motor and special fuel taxes if the motor or special fuel is taxed by the Navajo Nation and technical changes to the Revenue and Tax Code.
- *S.B. 13 Uintah Basin Revitalization Fund Amendments (Evans, B.):* Modifies the Oil and Gas Severance tax to include in the diversion of severance taxes to the Uintah Basin Revitalization Fund wells - Ute tribe.
- *Public Education Appropriation – Indian Education Specialist Position at USOE (Suazo, P.):* Retained on the Governor's priority list and appropriation was approved.



Annual Heber Valley Indian Pow Wow in Heber City.

- *S.B. 114 Sales and Use Tax on Public Accommodations and Services Taxes by Tribes (Dmitrich, M.):* Modifies the Revenue and Taxation Code to provide an exemption from state sales and use tax on public accommodations and services taxed by tribes and to make technical changes.
- *S.B. 179 Unemployment Insurance – Native American Tribal Units (Mayne, E.):* Modifies the Workforce Services Code to reflect federal law exempting American Indian tribes and tribal units from the Federal Unemployment Tax Act. Provides that services performed in the employ of tribes are covered under state unemployment compensation, and provides for retrospective operation.
- *S.B. 198 Provisions Relating to High-level Nuclear Waste (Spencer, T.):* DEQ to develop economic development plans in consultation with Utah's Indian tribes.



## STATE LIBRARY DIVISION

AMY OWEN, DIRECTOR

[HTTP://WWW.LIBRARY.UTAH.GOV/](http://www.library.utah.gov/)



Libraries in Utah are thriving. That news is not surprising to most Utahns, although it might come as a shock to those who once blithely predicted that the Internet would be the end of libraries. To the contrary, the Internet has driven an explosion in public library use. From 1990 to 2000, Utah's population grew by 29.6%, while the circulation of good old-fashioned books from libraries grew by 73.3%.

This increase in traditional library service is accompanied by the rapid deployment of new Internet-based library services. *PIONEER: Utah's Online Library* (<http://www.pioneer.lib.ut.us>) makes available premium databases not otherwise accessible to Utah's citizens via the "free" Internet. Several of these databases are even available at home, as well as at schools and libraries. Last year, Utahns conducted more than 425,000 searches of these resources.

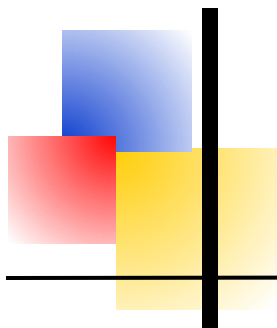
Yet growth presents challenges. Utah's public libraries cannot deliver 21<sup>st</sup> century services in "Model-T" buildings. The State Library Division is currently engaged in a major needs assessment of public library facilities. That study has already documented:

- That demand for library services will continue to grow;
- That many Utah library buildings are woefully inadequate;
- That local governments have limited financial options for improving library facilities;
- And that public opinion supports increased funding for public library services and facilities.

As a result, the Division is launching the 21<sup>st</sup> Century Library Initiative, which will establish the "21<sup>st</sup> Century Library Challenge Fund" with an initial target of \$10,000,000, half from state funds and half from private sources. The Challenge Fund will be used to make grants to cities and counties to assist them in improving library facilities.

In the final analysis, libraries make a fundamental difference in people's lives and the State Library Division is committed to improving the quality of library service available to every Utah resident. I invite you to read more about our programs: Library Development, Information Resources, and the Regional Library for the Blind.

**Amy Owen**  
**Division Director**



## STATE LIBRARY

### ***MISSION STATEMENT***

*The purpose of the Utah State Library Division is to strengthen and improve library and information services to the people of Utah in order to enable them to make a living and to make a life.*

### ***HIGHLIGHTS***

#### **PROGRAM HIGHLIGHTS FY 2001: LIBRARY DEVELOPMENT PROGRAM**

- Fifty-six Utah library directors and key staff members became more competent in serving their patrons by attending summer and spring sessions of our model continuing education program, UPLIFT. The two UPLIFT sessions this year taught essential library skills in reference service and in cataloging. Eleven librarians received small stipends for specialized, onsite training in other host libraries. About 275 librarians and public library trustees became better informed about cutting edge library issues by attending other UPLIFT workshops and teleconferences, or by receiving training on how to use the online information resources of *PIONEER: Utah's Online Library* (<http://pioneer.lib.ut.us>).
- More than forty thousand Utah children maintained and increased their reading skills during the summer by participating in the statewide coordinated summer reading program sponsored by the Library Development Program and 80 local libraries throughout Utah.
- Public, school, and academic libraries used \$554,180 in *Library Services and Technology Act* (LSTA) competitive grants administered by the Library Development Program to automate, to add computer workstations and improve library technological capacity, and to expand services to hundreds of thousands of library patrons in their communities.
- Seventy public library jurisdictions received state-funded Public Library Development Grants to enhance technology, to do targeted collection development, add public programming, and get training. In a time when Utah is booming and public libraries are coping with growth and higher expectations, these grants enable local boards to plan for innovative services that go above and beyond what would be possible with stretched local operating budgets.
- Utah's seventy public library jurisdictions and its citizens received rapid individual responses to every query, from planning and policy issues to personnel questions to resolution of political disputes. Division consultants offered professional advice and facilitation over the phone and in person.



Delicate Arch

Frank Jensen

A moderate 45-minute hike takes visitors to Delicate Arch. More than 2,000 sandstone arches have been discovered at Arches National Park.

- The Division obtained a legislative appropriation of \$800,000 in one-time funding to be used in conjunction with annual base-budget dollars to replace decades-old bookmobile boxes. Twenty-two counties statewide employ bookmobiles in providing basic county library service to their residents. It is expected that the project will be completed in 2008, with the first new bookmobile rolling into service in 2002.

#### **PROGRAM HIGHLIGHTS FY 2001: INFORMATION RESOURCES PROGRAM**

- Provided 6200 materials from the State Library's collection and over 8,700 items from other libraries across the state and nation to public libraries and state agencies.
- Offered Internet training for public libraries and state agencies, and provided comprehensive information location assistance for state employees.
- Continued to catalog, index, and distribute state government publications to depository libraries across the state. An additional 1,500 items have been added to the Division's catalog, which has links to online state publications.
- Twenty-three libraries in Utah received \$117,000 in federal funds to support resource-sharing programs.
- Developed UtahGILS (Government Information Locator Service) to help improve access to government information.
- Maintained the PIONEER website, a comprehensive source of information for Utah's citizens which includes premium Internet resources not available on the "free" Internet.

#### **PROGRAM HIGHLIGHTS FY 2001: REGIONAL LIBRARY FOR THE BLIND**

- The library circulated 285,832 cassette tapes, Braille books, large print books and descriptive videos to 13,612 patrons during the last fiscal year.
- The library benefited from over 65,000 volunteer service hours during the past year – more than the total number of hours worked by library staff.

#### **PROGRAM BENEFITS FY 2001**

When Tooele City opened its new public library in May 2000, it seemed like the whole town showed up to celebrate the change from the narrow, cramped, old city library into an attractive, spacious new building a block away. The new library features abundant natural lighting for children's programs, meeting and study rooms, and has space for 25 computer terminals to access the Internet and *PIONEER* databases. (The old library had no room for public programs and only 5 Internet workstations.)

Since opening day, the community's response has continued to embody the enthusiasm that results when communities get new libraries. Circulation of library materials tripled! Summer reading programs and story hours are flooded. Computer workstations are busy. It would be hard to imagine a better way to demonstrate a community's pride in its new self-image.

Tooele's experience typifies the growth and development occurring in libraries statewide. Utahns use their libraries heavily, ranking Utah 7<sup>th</sup> in the nation for the circulation of public library materials.

Why? Perhaps it's because we understand the difference libraries can make for children. Research shows that children who have been exposed to reading before school begins do measurably better in school, and that children who read as few as six books during summer vacation maintain or gain a reading level. What better place to encourage children to read than the library!

**PATRON COMMENTS: (FROM A RECENT SURVEY)**

*"Thank you for the fun reading programs that you put together every summer. We look forward to them each year. It is a great reading motivator for Heidi and she loves getting mail. The party was great. I was very impressed with your staff and the library. Thank you!" (Mother of a young library user.)*

*"To all of you angels who make life sweeter and more joyful for we who truly enjoy these tapes. Thank you from the bottom of my heart. May the Lord give you special blessings for your goodness to me." (A library user)*

*"Thank you so much for being with our VIP Support Group yesterday. You had great, helpful information to share, and you did it so well! Over and over I hear from them (the patients) what a difference it has made in their daily lives." (A doctor who works with individuals with visual disabilities.)*



## DIVISION OF TRAVEL DEVELOPMENT

DEAN REEDER, DIRECTOR  
[HTTP://WWW.DCED.UTAH.GOV/TRAVEL/](http://www.dced.utah.gov/travel/)

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*“To make Utah a better place to live by increasing the economic contribution of tourism.”*

With our mission statement as a constant reminder, the Division of Travel Development has embarked on a road map to generate more economic gain from tourism, rather than simply bringing more tourists to Utah.

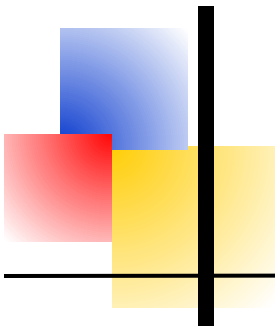
The division is implementing the Olympic Legacy Plan, which will enable citizens and the tourism community statewide to maximize the benefit of associating the Utah! brand with Olympic values. Plan highlights include co-branding partnerships with corporate sponsors, facilitation of stories for non-accredited media, raised consciousness among Utahns for hospitality values, enhanced visitor information services, and a capital attraction campaign.

By working with Olympic sponsors, joint marketing messages are created to tie the Utah! brand with its brand values. These promotional partnerships give added value to the corporate sponsorship and allow the state resources to be leveraged for great reach and frequency of Utah’s message.

International visitors make an important contribution to Utah’s economy. As a group, they spend more and stay longer than any other identifiable segment. We have obtained the services of global media consultants to help develop additional editorial exposure for Utah stories. This effort is intended to address the challenge, according to research the division has recently conducted, that overseas awareness of Utah as a travel destination is barely over eight percent.

The tourism effort in Utah is comprised of many partners, both in the private and public sectors. I salute them all on their contribution in making Utah a great place for discovery and recovery.

***Dean Reeder,  
Director***



## UTAH TRAVEL COUNCIL

[HTTP://WWW.UTAH.COM](http://www.utah.com)

### **MISSION STATEMENT**

*“To make Utah a better place to live by increasing the economic contribution of tourism.”*

### **HIGHLIGHTS**

Tourism is a vital, growing economic force and a revenue generator for the state. In 2000, travelers to Utah spent \$4.25 billion, up 1.0% over 1999's \$4.2 billion. The industry generated \$350 million in tax revenue last year. Travel and tourism-related employment continues to grow, totaling 125,500 jobs scattered throughout the state. Utah attracted 17.7 million non-resident visitors in 2000. That's down from 18.2 million visitors the previous year, but total traveler spending increased by 1.2%.

### **OLYMPIC OUTREACH**

- Organizes the Utah Media Center, a facility for non-accredited journalists before and during the 2002 Olympic Winter Games. Launches web site [www.utahmediacenter.org](http://www.utahmediacenter.org). Media Center manager hired. Space leased at Expo Mart in downtown Salt Lake City.
- Agency assists with Visitor Information Services (VIS) to provide information to visitors during the Olympics.
- UTC and Delta Airlines sponsor a Bud Greenspan film to preview the Olympics on networks around the globe and on Delta flights.
- Community Olympic Events Calendar compiled promoting Olympic-related festivals and activities in venue cities and other communities. Information posted on the Internet at [www.utah.com](http://www.utah.com) and [www.utah.org/travel](http://www.utah.org/travel). Coming soon to [www.utah.gov](http://www.utah.gov).
- Partner with ski and lodging industries for Utah's \$20.02 Winter Celebration, a state-wide program designed to help sustain normal ski business levels during the Olympic year. The Utah Travel Council will promote the lift ticket discounts in a national advertising campaign.

### **MEDIA**

- Conducted major media outreach in Australia and the UK in September, immediately after the Syd-



Red Canyon

Tom Till

On the Utah—Wyoming border, Flaming Gorge National Recreation Area is a well-known fishing and boating destination.

ney Olympic Games, to stimulate interest in the Salt Lake 2002 Olympic Winter Games.

- Contract signed in January 2001 with global public relations firm Hill and Knowlton to promote Utah! now and through the 2002 Olympic Winter Games. That effort included group and individual media familiarization tours, news releases and media events. Target markets included North America, the UK, Germany, France and Italy.



Snowbasin—Sun Valley Resort

Gary Nate

The Trapper Loop Road provides easy access from Interstate – 84 to Snowbasin, east of Ogden, Utah.

- Included media outreach in the contract with Japan Market Representative Fieldstar International.

- Staff members assist more than 100 -- a record number -- of print and broadcast media outlets from all over the world. Select media include: NBC-TV, CBS-TV, ESPN-TV, Expedia Radio Network, BBC-TV and radio in the UK, ARD-TV in Germany, the Seven Network (TV) in Australia, NHK-TV in Japan, National Geographic, National Geographic Traveler, National Geographic Adventure, Delta Sky, VIA magazine, Sunset magazine, Australia's Harper's Bazaar, Frommer's Budget Travel, Woman's Day, a

number of ski magazines in Japan; outdoor adventure magazines in Germany, France, Italy and the Netherlands; travel and lifestyle magazines in Europe; major newspapers in the US, UK, Germany, Canada, Japan and Australia; and travel guidebooks targeting the US and overseas markets.

- Developed online newsroom for travel journalists on [www.utah.org/travel](http://www.utah.org/travel) with a Press Room link from the home page of [www.utah.com](http://www.utah.com).

## MARKETING

- New promotional video released, *Utah! State of Adventure*. Project also generated hours of video B-roll utilized by national and international broadcast media outlets.
- Produced Photo CDs with high-quality, high-resolution images from around the state. Those images have been featured in national and international magazines and newspaper articles, as well as in tour operator catalogues.
- Developed new *Utah! Destinations* online guide for the top 16 destinations around the state. A condensed version is included on the new Utah! 2002 Gold Edition Photo CD.
- Participated in trade shows and media gatherings in the United States, Japan, the UK and Western Europe. Trade shows included: World Travel Market in London; Rocky Mountain Symposium; ITB in Germany; TIA International Pow Wow, the largest U.S. travel/trade show for international buyers; and the National Tour Association's annual meeting hosted in Salt Lake City. Staff promoted the Utah Media Center at the annual convention of the Radio and Television News Directors Association in Minneapolis, resulting in press coverage and more than 100 leads.
- Facilitated two planning sessions in southeastern Utah: a rural tourism/marketing workshop for San

Juan County and a planning workshop for Moab's Olympic Committee, which is packaging side trips for national and international visitors in February 2002.

## **ADVERTISING**

The Utah Travel Council produces two new television commercials that aired in southern California during the 2000 Olympic Summer Games in Sydney. Funding for the spots, dubbed "Mountains" and "Cowboy Luge" came from a special appropriation from the Utah Legislature.

## **PLANNING AND RESEARCH**

- Conducted Utah Awareness Surveys in Europe, Argentina, and Japan. The surveys found less than 10 percent of the respondents have heard of Utah. The study will be repeated after the Olympics to determine if the increased publicity raised awareness.
- State and County Economic and Traveler Indicator Profiles report issued, an annual summary of the economic contribution of tourism in Utah's 29 counties.
- Utah Travel Barometer is distributed to 1,500 people in government and the tourism industry. The quarterly research and planning newsletter features division research and industry trends.

## **PUBLICATIONS**

- A new edition of the Utah Travel Guide is designed and written. It will be published in the fall, 2001. The guide is now printed every other year. During 2000, 61,790 requests for travel guides were recorded, roughly equal to the number of travel guide requests received in 1999. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories and 98 countries worldwide.
- Utah Travel Council partners with the Utah Hotel and Lodging Association to print the Utah Accommodations Guide, a companion publication to the Travel Guide. The Accommodations Guide is a listing of hotels, motels, beds and breakfasts, campgrounds, and guides and outfitters.
- 35,000 copies of Utah's 2001 Scenic Calendar are printed and sold to the public. The calendar won the prestigious "Best of Show" category in the 2001 World and National Calendar Award competition.

## **INTERNET**

- The agency's commercial Internet web site, [www.utah.com](http://www.utah.com), is re-launched. The redesigned site features a Trip Planner and searchable events database.
- Finalized Destination Utah! itineraries for [www.utah.com](http://www.utah.com) and [www.utah.org/travel](http://www.utah.org/travel). Travelers will find information on attractions, weather, accommodations, restaurants, and directions.
- Launched online newsroom at [www.utah.org/travel](http://www.utah.org/travel) with a Press Room link from the home page of [www.utah.com](http://www.utah.com).
- Visits to [www.utah.com](http://www.utah.com) for FY 2000 totaled 2,370,451. For FY 2001 visits to [www.utah.com](http://www.utah.com) totaled 2,380,278.

## **IN-STATE PROGRAMS**

- Comprehensive weekly and annual events calendars are compiled and distributed to the news media, lodging properties, tourism offices, and more. The information is also posted on the Internet.
- 12+ live and taped radio shows are conducted on a weekly basis on a network of Utah radio stations. The shows highlight festivals, events, and other issues affecting the division.
- Electronic newsletter created to keep county government leaders and tourism officials around the state informed on Utah Travel Council activities. The Update! is e-mailed on a monthly basis.
- The division approved \$163,375 in the Travel Region Matching Funds Program. The money will be used for a Winter Games Visitor Information Center, Torch Relay celebrations, festivals, brochures, and other projects.